

CHEMIST & DRUGGIST

the newsweekly for pharmacy

March 23, 1991

Chocolate Dipped Profits!



Carnation **Slender** Plan is brand leader in the slimming market* and we have introduced new Chocolate Dipped Fruit Fibre Bars to the **Slender** Plan range.

For a long time now your customers will have been aware of the importance of fibre in the diet so new **Slender** Plan Fruit Fibre Bars, packed with wholesome natural ingredients, will be a 'must' for anyone counting calories.

And they don't only appeal to slimmers, being dipped in dark chocolate they make a delicious snack or convenient lunch for almost anyone.



Fruit Fibre Bars will be supported by 'Chocolate Dipped Slimming' campaign in women's general interest and slimming press - commencing March 28th - sampling operations and extensive P.R. activity.

So for healthier profits (and customers!) stock up now.

Nestlé Health Care, St. George's House, Croydon, Surrey CR9 1NR. Tel: 081-686 3333

* Mintel Report October 1990.

MCA proposes service charge in fee review

Moss trial fitness checks

Advice on blowing your own trumpet

Complex business tax reforms in Lamont's Budget



Photography in the spotlight

THE LATEST ADDITION TO OUR ORAL HEALTHCARE RANGE



New from Stafford Miller, Search Dental Rinse contains Cetylpyridinium Chloride BP, a proven anti-plaque agent backed by extensive published clinical trials on its actual formulation.¹⁻⁷

As part of the Search Oral Healthcare Programme, Search Dental Rinse is designed to complement daily toothbrushing and flossing. Search Dental Rinse has a new product licence for the maintenance of good oral hygiene and is suitable for all patients with less than ideal plaque control. Results from taste trials⁸ indicate excellent acceptability.

Supported by widespread sampling and promotion by the UK's largest dental salesforce, Search Dental Rinse will also benefit from increased brand awareness generated by heavyweight TV campaigns for other Search and Sensodyne products. Search Dental Rinse promises to quickly become a popular new addition to your customers' oral healthcare routine.

So make sure you're well stocked to meet demand!

Search Dental Rinse – the clinically proven anti-plaque rinse you can recommend with confidence.

Presentation: 200ml yellow solution containing Cetylpyridinium Chloride BP 1:2000 and phosphate buffers, Ethanol 19% w/v. **BP 14.75% w/v.** **Indications:** Daily oral hygiene, after dental procedures, prophylaxis in dentistry, symptomatic treatment of minor irritations of the mouth. **Directions:** Adults and children over 6 years: use as part of a good oral hygiene routine. Brush teeth as advised by dentist then rinse with 10ml for at least 30 seconds. May be used full strength or diluted with an equal volume of water/warm if desired, every three hours or as often as required. **Pharmaceutical Precautions:** Avoid storage at low temperatures. **Legal Category:** GSL. **Product Licence Number:** 0036/0051. For further information contact Stafford Miller Ltd, Broadwater Road, Welwyn Garden City, Herts. AL7 3SP. **References:** 1. Holbeche JD et al. Australian Dental Journal 1975;20:397-404. 2. Ciancio SG et al. Pharmacology and Therapeutics in Dentistry 1978;11:6. 3. Grenby TH et al. British Dental Journal 1984;157:239-242. 4. Llewelyn J. British Dental Journal 1980;148:103-104. 5. Barnes GP et al. J Periodontology 1976;47:419-422. 6. Lobene RR et al. Pharmacol Ther Dent 1979;4:33-46. 7. Roberts WR & Addy M. Journal of Clinical Periodontology 1981;8:295-310. 8. Data on File, Stafford Miller 1990.

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**Published Saturdays by Benn
 Retail Publications Ltd,
 Sovereign Way, Tonbridge, Kent
 TN9 1RW**

Telephone: 0732 364422

Telex: 95132 Benton G

Facsimile: 0732 361534

Benn

**Regional Advertisement Offices:
 Manchester (Midland & North):**

Area Manager: Brian Carter
 (061-881 0112)

Subscriptions: Home £83 per annum.
 Overseas & Eire £115 per annum including
 postage. £1.70 per copy (postage extra).

ABC

Member of the Audit
 Bureau of Circulations

MARCH 23 1991

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VOLUME 235 NO 5771

132nd YEAR OF PUBLICATION

ISSN 0009-3033

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COMMENT

The National Association of Pharmaceutical Distributors, representing 31 full-line wholesalers, is hoping the Government, after completing its survey of the industry (p437), will introduce practical benefits for its members. A victim of their own success, full-liners are also coming under growing pressure from the increasing number of short-line operators and self-distributors. NAPD claims only 10 per cent of lines carried by members bring in a profit, and that providing two rather than one delivery a day adds an extra 9-11 per cent to costs in urban areas (rising to 20-25 per cent in rural districts), and that servicing major multiples with the 5-7 per cent of lines they cannot handle themselves is "absurd".

NAPD would like to see a two-tier manufacturer discount level for short- and full-line wholesalers. This was first proposed within an earlier working party some five years ago, but lacked Government support. NAPD believes the rules of engagement have changed, and that now some of their members patently are struggling financially. The Department of Health, while acknowledging their problem, seems very conscious of the precedent of interfering in a private sector matter without

overriding proof that patients are suffering. It is also worried about making new rules that can be challenged by EC competition laws.

There are problems on occasion with manufacturers failing to supply pharmacists directly promptly and cost-effectively when the wholesaler is out of stock (Letters last week). And the NPA, for example, favours a full-line wholesaler service for its members.

The chances are that the Government will let market forces at home and abroad prevail. It does not seem to favour French-style tactics, such as their rumoured two year block, post-1992, of short-line wholesaler imports. The Government may reduce the overall wholesale margin, thus playing into the hands of short-liners who can better withstand such a move, but has little need to, as it freely admits to being able to recover the generous discounts presently given. It gambles on non-interference it runs a grave risk of the UK system being overtaken by fast-moving European alliances unable to maintain present service levels. Then, although it can quite justifiably say to full-liners "you brought this on yourselves" that will be no defence before unnecessarily suffering patients.

MCA proposes service charge in new fee scales

The Medicines Control Agency has completed the year long review of its fee structure and is proposing to introduce a service charge to cover the indirect costs of non-fee licensing work.

With a few exceptions the MCA proposes to cut current fees by between 20 and 30 per cent. The service charge, if adopted, will be paid annually in respect of each licence held.

For 1991-92 the charge will be based on licences held as at May 31. Any licence cancelled or surrendered after that date would not affect the holder's liability to pay. In subsequent years the qualifying date will be December 31 of the previous year.

The level of the charge will depend on the type of product or activity authorised. Proposed charges range from £7,500 a year (for five years) for new active substances and £700 a year for Prescription Only Medicines, to £25 for homeopathic remedies.

The MCA says the fee changes should come into effect as soon as possible. This would be the end of June at the earliest. It proposes to consolidate the three existing statutory instruments on fees into one.

In a letter sent out to licence holders this week the MCA says that in the 1991-92 fee year the service charge should raise around £7 million, or about 40 per cent of the Agency's annual income.

Part of the MCA's indirect costs can vary with the level of product usage. The Agency is proposing to cut the normal service charge by 50 per cent for POM, Pharmacy and General Sales List products where the licence holder can show that turnover does not exceed £5,000 a year. However, it stresses this does not signify a return to a turnover levy. The MCA is asking licence holders to supply lists of products for which they intend to claim a reduced charge by May 31.

Renewal fees will be abolished for all licences and certificates, the cost being included within the service charge. However, all licences will continue to run for five years and a renewal application will still be needed. Payment of the service charge would normally be due on April 1.

The MCA does not envisage a reduction in capital fees for small companies. The costs in handling applications are generally the

Current and proposed MCA fees

Licence applications		Current £	Proposed £
Product licences	Major	130,000	92,000
	Abridged complex	20,000	17,000
	Abridged standard	10,000	7,000
	Abridged simple	3,000	2,000
	Absorbable wound dressing	250	17,000
Manufacturers' licences	Standard	1,955	1,400
Wholesale dealers' licences	Standard	1,105	750
	Reduced rate	—	400
Product licences (Parallel import)	Major (new source)	3,000	1,750
	Other (known source)	2,000	for both
Licence variation applications			
Product licences including PL(PI)	Complex	2,000	8,500
	Standard	350	280
	Administrative	100	80
Manufacturers' licences	Standard	300	200
	Administrative	100	80
Wholesale dealers' licences	Standard	300	200
	Administrative	100	80

same whatever the source.

The MCA suggests introducing a fee for applications seeking to vary a product's sale category, eg POM to P. It proposes that, where a class of products is involved, only the first such product considered would attract the complex variation fee. Others would be processed at the standard rate.

For pharmacies which undertake a limited amount of wholesaling the MCA proposes

lower inspection and licence fees, provided the value of licensed products does not exceed 15 per cent of the pharmacy's annual turnover in licensed products generally. The MCA would have the right to call for audited turnover figures.

The MCA has already had informal discussions with a number of trade associations, wholesalers and complementary medicine manufacturers about the concept of a service charge but this week's

Service charge (per licence/certificate per year)

New active substance and derivatives for first five years of licensing	7,500
Clinical trial certificate	2,000
Prescription Only Medicine ¹	700
Pharmacy Medicine ¹	350
General Sales List ¹	150
Herbal	50
Homoeopathic and anthroposophic	25
Manufacturers' licence	200
Wholesale dealers' licence (standard)	125
Wholesale dealers' licence (reduced rate ² and GSL only)	75

1. Subject to 50 per cent reduction where the turnover of the product (UK sales) does not exceed £5,000 pa.

2. Special reduced rate to apply for registered pharmacies where wholesaling of licensed products does not exceed 15 per cent of total turnover in licensed products.

letter is the first notification of the proposed fee structure.

The Agency stresses that the aim is to recover its costs, with a fee structure that is fair to everyone. The highest service charge for new active substances reflects the greater time spent on them, and the complex variation fee increases by 400 per cent to take account of the work involved in processing these applications.

PAGB director Sheila Kelly says the review of the fee structure is useful, as it has proved impossible to balance the books with the present system. The PAGB has been pushing for a different fee structure since the MCA came into being.

Comments on MLX 182 should be sent to Mr G. Rees, Room 2102, MCA, Market Towers, 1 Nine Elms Lane, London SW8 5NQ by May 10.



PGC still waiting on pay deal

The Pharmaceutical General Council is still waiting for an offer from the Scottish Health Department on remuneration for 1991-92. Last week's meeting of the full Council, called in anticipation of an offer being made, was cancelled.

PGC chairman Graeme Millar, who is hoping to introduce a new pay structure under which on-cost is abolished and contractors are paid a straight fee per script, blames the hold up on the lack of settlement in England and Wales.

"At this stage I am frustrated but not concerned," he says. He is continuing to negotiate on minor points. A Council meeting is likely to be called at short notice when an offer is made.

■ There have been no further developments on remuneration in England and Wales. PSNC has heard nothing from the DoH since rejecting its first offer.

Recommending role to grow with 'POM to P'



Robin Holliday (right), president of the Pharmaceutical Society of Northern Ireland, presents a set of Tyrone crystal — whisky decanter, water jug, and ten tumblers — to mark the sesquicentenary of the Royal Pharmaceutical Society of Great Britain. RPSGB vice-president David Coleman accepts the crystal — each piece engraved with the RPSGB crest — and a bottle of Bushmills whisky, on behalf of the president and Council. Mr Holliday said the gift was made with "our warmest congratulations for the anniversary and our best wishes for the future"

"The role of the pharmacist in recommending medicines to treat symptoms of self-limiting ailments has grown greatly over the last few years. It will grow even more in the future as more medicines are transferred from POM to P," says David Coleman, vice-president of the Royal Pharmaceutical Society.

"This aspect will appeal increasingly to Government, not least because no charge will fall on the NHS," he says. And when medicines are prescribed on the NHS, the pharmacist's advice should ensure the maximum therapeutic effect with the minimum of side effects, he told guests at the Pharmaceutical Society of Northern Ireland's presidential dinner last week.

Mr Coleman foresaw a growing domiciliary pharmaceutical service because of the ageing population, with more people treated in the community rather than in institutions.

Mr Coleman paid tribute to the PSNI which he said had "grown and thrived" since its founding earlier this century. He said it was time to look to the future: "We see challenges which are for each of us, not just for the organisations which represent us. We owe it to our profession and to our patients to meet those challenges and to grasp the opportunities."

Michael Martin, president of the Pharmaceutical Society of Ireland, echoing Mr Coleman's response on behalf of the guests, spoke of pharmacy's unique role in combining professionalism with commercial activities.

Mr Martin told of changes afoot in the Republic of Ireland. The PSI had launched a College of Pharmacy Practice last year while currently a new Pharmacy Bill was in preparation which included a reduction in Council membership to 15. The PSI is seeking new powers of discipline and registration of pharmacies.

Mr Martin recalled the comments of a Lord Chief Justice of England in 1941 when speaking of the then PSGB: "Legislation made the Council masters in their own house. They would know what was the standard of requirement of the profession to which they belonged and which they are directed to take into consideration. One cannot shut one's eyes to the fact that pharmaceutical legislation was intended to elevate what was a business into the status of a profession..."

The additions to the Limited List shown last week (C&D last week p396) included three products in error. Lamberts L-threonine 500mg capsules, Lamberts L-threonine tablets are not among the additions to the list being made on April 1.

Price List VAT changes

A VAT conversion table can be found on p454 of this issue. A more detailed table will be published as an insert to next week's issue.

Publication of the April monthly Price List will be delayed for as short a time as possible to allow inclusion of recalculated VAT prices (identified by a "C" in the VAT column).

Weekly Price Supplements from next week will have two sections, one carrying new products and packs with either "official" (ie supplied by manufacturer) or calculated VAT prices, and the other containing "official" VAT prices for established products as they are supplied by manufacturers. This second section is not cumulative and all supplements from March 30 should be retained.

Battle pharmacist Robert Anthony Emeleus was given a one year conditional discharge on March 8 by Tunbridge Wells magistrates for failing to enter the purchase and dispensing of Controlled Drugs in his CD register. He pleaded guilty to four charges and asked for other offences to be considered. He told magistrates there was no intent to deceive. He had failed to make the entries due to overwork.

Wholesaling study nearly complete

The Government is conducting a study into the wholesale distribution system but will only intervene if it is seen to be in the interests of the patient and taxpayer.

Bryan Rayner, deputy secretary at the Department of Health and director of family practitioner services on the NHS Management Executive, says the study of the wholesale sector is nearing completion. He told the Council of the National Association of Pharmaceutical Distributors on Monday that it would be a "little while" before decisions are reached.

Senior DoH official Jonathan Tross said any decisions taken will have to comply with the EC draft Directive on wholesaling and not conflict with European law on competition. Current margins are high, particularly because wholesalers' increased efficiency has cut costs, giving rise to increased scope for competition. "As distributors you are cutting your own throats," he warned.

The DoH has to consider at what stage competition puts at risk the level of service both it and pharmacists wish to see maintained. Options available will include looking at the range of goods and services offered, reducing the profit margin overall, or operating split level margins, he said.

Peter Worling, chairman,

AAH Pharmaceuticals, said discounts existed because of the need to compete, and also because settlement discounts were the only way of ensuring timely payment and a good cash flow.

National Pharmaceutical Association director Tim Astill said there was no place for short-line wholesalers. He added: "The needs of the public and patient are paramount. If our members are to fulfil their terms of service they need full-line wholesalers to meet the range of products and services they are called on to supply."

Jonathan Tross said that at present pharmacies are getting a good level of service and discount — a discount the DoH is able to recover, unlike some of its European counterparts. The Department is in a dilemma: wholesalers are distorting the market by their own actions. Now they are asking the DoH to draw new dividing lines — formal wholesaler/manufacturer contracts, perhaps, requiring stocking of a full product range. The Department had to be careful not to distort the market itself by setting new rules which introduced unfair trading conditions, he cautioned.

NAPD director Michael Watts warned of a need to take note of pan-European wholesale alliances such as those presently involving UK wholesalers.

Moss pharmacy offers customers an 'on yer bike' fitness check

The Moss pharmacy in the new Tesco superstore in Thetford offers customers a full fitness assessment and lifestyle survey alongside its regular pharmaceutical service. *C&D* went to Norfolk to investigate

Six minutes on an exercise bike is the punishment offered to any customer who plumps for the fitness assessment now being offered by Moss Chemists at their newest and 92nd pharmacy, inside Tesco's new superstore on the outskirts of Thetford.

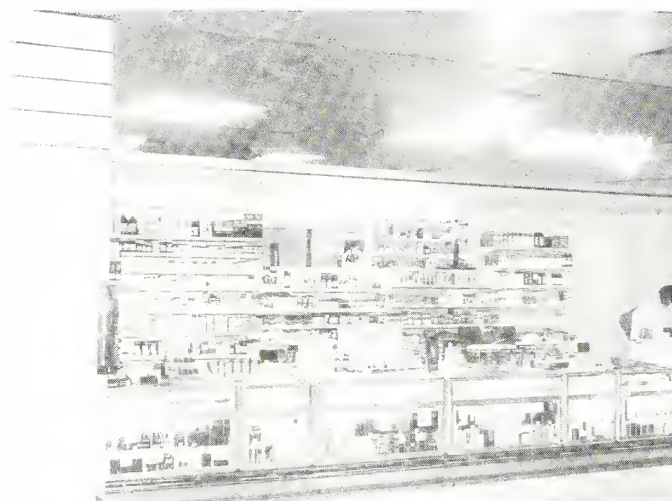
The exercise bike measures aerobic capacity and the results, when taken together with measurements of height and weight, blood pressure and heart rate, body fold thickness, lung function, flexibility, postural endurance and grip strength, provide a measure of overall fitness. And when combined with the answers to a lengthy "life survey", point out areas where lifestyle changes could lead to improvement in fitness and health.

Trial run

The service is something of a trial run for Moss. Managing director Barry Andrews says: "We haven't got into health checks before because it was an area we didn't want to lead in. Now we've been able to learn from the experience of others, and in the case of Thetford, we decided to put everything in, including the fitness bike, to give the tests the greatest credibility. We think it's the only way to see if there is going to be any uptake for the service. We'll see what happens and take it from there."

Mr Andrews says the high traffic flow in the Thetford store, where the pharmacy is situated just inside the entrance/exit, provides an ideal test ground for such a service. The service has the full backing of Tesco, with whom Moss are working for the first time, but Mr Andrews says Asda, who have Moss Chemists in over 30 of their stores, are also keen on the idea. Depending on what happens in Thetford, Mr Andrews says such a service may also fit nicely into a quarter to a third of Moss's non-superstore shops.

The pharmacy is currently offering a range of services, from a simple blood pressure measurement for £2 or lung function test for £1.50, up to a full fitness assessment (eight tests) for £10, a mini fitness and health profile (four fitness tests and the lifestyle survey) for £15 or the full fitness and health profile (eight



The first Moss pharmacy in a Tesco store

fitness tests and lifestyle survey) for £20. Health and fitness assessments are by appointment only. It is hoped that cholesterol and glucose testing may be added in the future.

On booking an appointment, customers are given a sheet of guidelines on how to present themselves for the test, including a reminder to wear a tracksuit or loose trousers with short sleeve shirt for the activity tests. The sheet also contains a short list of health reminders — eg "Do you often get pains in your chest?". Any "yes" answers and customers are asked to check with their doctor before undergoing the tests. A consent clause at the bottom must be signed before the tests begin.

Pharmacist manager Kay Bromley says this is most important. "I was concerned about the safety aspect," she says. "Our customers must complete the questionnaire, we have had local surgeries' consent, and we are not maximal testing, so I am very confident we are not going to have any problems from this angle."

Dispensing assistant Karen Browne performs the tests in a room situated directly behind the dispensary. Kay Bromley says that it was impractical for the pharmacist to be involved in the tests — the full fitness and health profile takes around 45 minutes — but "I'm involved in counselling should there be a problem along the line".

The full fitness and health

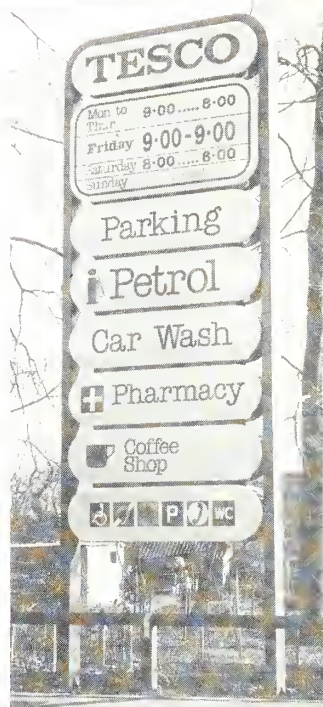
profile begins with accurate height and weight measurements followed by blood pressure and heart rate using a Boso Oscillomat digital blood pressure meter. Next comes caliper measurements of arm, back and waist skin fold thicknesses, which together with the height and weight measurements allow a calculation of body fat percentage.

Getting up speed

After peak expiratory flow and lung capacity have been measured it's time for the ride on the Biotyne Ergomaster exercise bike, provided blood pressure is not above a certain level. A "wristwatch" measures pulse rate while a belt straps round the chest to measure heart rate. "Victims" are asked to get up to 60 rpm on the pedals, then the load is gradually added until the heart reaches a pre-determined pulse rate, calculated from age and resting pulse found earlier. This is then maintained for the rest of the test and the workload calculated during the final 15 seconds.

Kay Bromley is keen to stress that the test is sub-maximal. "The load put on the pedals is only enough to keep them at their target pulse, rather than a maximum," she says.

With the worst over, flexibility is measured by doing a sit up with a check on how far a lever can be pushed in front of you, and the postural endurance test measures the number of sit ups or curl ups performed in a minute. Lastly, the



Takei Kiki Kogyo grip tester measures grip strength on one or both hands.

The results, together with the answers to the lifestyle survey, a comprehensive questionnaire covering all aspects of lifestyle including dietary preferences, smoking and drinking habits and family history, are then fed into a computer running Health Promotion's LIFE Program 3.3 and Profile Plus 4.0. This calculates health profiles and presents them in both tabular and graphical form with an explanation of each. Results can be stored, so regular customers can keep a check on their progress.

"Obviously the results we obtain are completely confidential," says Kay Bromley. "If any results were on the blacker side, we can't make a customer go to see their doctor but we can advise. The attitude I shall be taking is that should we get something that needs further investigation I will advise the customer to see their GP and ask if they would mind if we sent their results on. It's pharmacy's job to give advice and counselling."

Ms Bromley says local surgery reaction to the service has been very positive so far, though the charge being made for the checks may not actually relieve much of the pressure on medical services.

"We're not trying to prove that anyone is an athlete; this room is not a gymnasium. It's for members of the public to come in and assess their general health," Ms Bromley says. For locums visiting the pharmacy there is little excuse for not being fit. After all, there can't be many pharmacies that have an exercise bike behind the counter.

CPP: 'Pay for new roles'

The College of Pharmacy Practice says it is strongly in favour of expanding the role of community pharmacists, provided there is adequate training by accredited trainers, and a commitment to keep up-to-date in any speciality.

In its submission to the Department of Health's Working Party, the College says any new roles should involve adequate remuneration, which might mean extra payment for non-core services.

The College says that the relevant new services include consultation with doctors to ensure the most effective, safe and economical therapy is matched to patients' needs. But, it continues, "having undertaken a series of work station problem solving exercises, it became apparent that the pharmacist does not have the confidence to make an allowable decision and defend it without consulting a GP when there is no need to do so."

The CPP also suggests there should be research to see if elderly patients taking more than three medicines would benefit from an advisory visit by a pharmacist. "It could be that such benefits would be measurable and may well prove cost-effective."

The CPP says it is unlikely that all pharmacists will have adequate knowledge of all subjects. However, when they do have specialist knowledge, eg needle exchange, diabetes, psoriasis, healthy eating, they should be able to announce it and contract to the FHSA to provide it.

Costly reforms

NHS reforms are likely to result in an annual increase of £80m in administrator's salaries, according to a survey in this month's *BMA News Review*. During the six months from May to October last year, health authorities advertised for almost 1,800 staff to fill newly created administrative posts, amounting to a £41m salary bill.

An average of 300 new senior managers posts were advertised each month, almost double the number advertised in October 1989. The cost of these advertisements alone was at least £600,000, says the survey.

Recruitment was heaviest in London, the North and the West Midlands, where units sought trust status.

TOPICAL REFLECTIONS

by Xrayser

Educating Rita?

The recent paper in the *British Medical Journal* over the inadequacies of pharmacists' advice in cases of infantile diarrhoea has produced much debate. But, however small the sample, and however false the case presentations, I cannot feel reassured at the performance of my professional colleagues and am equally uncertain how I would have fared under similar circumstances.

Community pharmacy has reached another cross-roads in its evolution, and if our role is to extend to an officially encouraged source of ailment advice, then that advice must be seen to be soundly based. Over the years I have built up a deep pool of knowledge from a variety of sources which I am able to apply to most situations, but I now admit that in the clinical situation that knowledge may be insufficient and, since the patient requests the information and respects the answer, may be potentially dangerous if inappropriately given.

The present hotch potch of further education courses supply a degree of continuing study but they must now be properly co-ordinated and made compulsory for all practising pharmacists. The most effective format would be locally based workshops on current topics studied to a level appropriate to general practice, but distance learning may also be necessary in some areas. Assessment, at first voluntary, must quickly become obligatory and eventually satisfactory completion of courses a requirement of continuing practice. These changes cannot be introduced overnight, particularly for the long-in-the-tooth like myself, but the principle of intent must be universally accepted if our stated ambitions are to remain credible.



Retain UBR

The political contortions of the Government over the community charge evokes little sympathy with me, but in its search for a solution there is a danger that an overlooked baby may be thrown out with the bath water.

It was reported (*C&D*, March 16 p427) that the uniform business rate may become a victim of the community charge review since local authorities are presently unable to pass the cost of their whimsical excesses onto the business

community. For the first time in my business career I am now able to predict my rating commitments, but in its desire for electoral popularity, the Government may sacrifice that stability on the altar of political expediency.

UBR is intrinsically fair and must be retained. The NPA must strongly lobby to this effect before my business again becomes a pawn in a never ending game of local power politics.

More Ps, please!

"No smoking day" has come and gone with many promises of good intent from our numerous addicts, but still I am unable to offer them a product that, properly counselled, can help to break this debilitating habit. If the deregulation of Nicorette is an example of the desire to provide community pharmacy with more effective medicines then I will be in my grave before genuine progress is achieved.

Minister of Health Virginia Bottomley boasts that the UK has the fastest licensing authority in the world for new drug substances. Perhaps she could now put that expertise to constructive use and approve POM transfers with similar speed.

SCRIPT SPECIALS

Rhinocort Aqua

Astra are launching Rhinocort Aqua, a nasal pump spray for seasonal and perennial allergic rhinitis and vasomotor rhinitis. It is the first once daily aqueous nasal steroid for these indications, say Astra.

The 100-dose spray delivers 100mcg budesonide in each metered dose. Recommended daily dosage (adults only) is 400mcg, although this can be reduced to 200mcg when the desired effect has been achieved. Alternatively, the dosage can be taken twice daily.



Contra-indications, warnings and side-effects are the same as other Rhinocort preparations (see Data Sheet).

Rhinocort Aqua (£6 trade) is a POM, licence number 0017/0304. Astra Pharmaceutical Ltd. Tel: 0923 266191.

CP Pharmaceutical's Pur-in, a range of human insulins and insulin pens introduced to hospital specialists this month, is being launched to GPs next month. Pur-in Pens 1, 2 and 4 allow adjustment of dosage up to 40iu in multiples of 1, 2 and 4 units respectively. Five insulin formulations are available — neutral, isophane, and 50/50, 25/75, and 15/85 mixes (100iu/ml, 10ml vials £8.45). Cartridges contain 3ml of insulin (neutral £15.38, others £16.20, all prices trade). CP Pharmaceuticals (a division of Fisons Pharmaceuticals). Tel: 0509 611001.

Brufen granules for more rapid pain relief

Boots are launching Brufen granules, which are formulated to enhance the speed of onset of analgesic activity compared with tablets at an equivalent dose.

Brufen granules will be marketed for the rapid relief of acute pain, particularly of soft tissue origin, the company says. They are not intended to replace tablets in arthritic conditions.

Brufen granules are packed in sachets, each containing 600mg ibuprofen. One sachet dispersed in water makes an effervescent, orange-flavoured drink. The maximum dose is four sachets in 24 hours. They are not recommended for children under 12 years.

Each sachet contains 197mg sodium; they also contain sucrose. Contra-indications, warnings, and side-effects are as other Brufen



preparations (see Data Sheet).

Brufen granules (20 sachets £4.68 trade) are a POM, licence number 0014/0378. The Boots Co plc. Tel: 0602 506111.

HRT from Organon

April 8 is the launch date for Organon's Livial (2.5mg tibolone), a form of hormone replacement therapy indicated for the treatment of post-menopausal symptoms.

Tibolone is a gonadomimetic steroid with oestrogenic, progestogenic and weakly androgenic properties. Unlike hormone treatments containing oestrone or oestradiol, it has no stimulatory effect on the endometrium, and therefore induces no withdrawal bleeding, say Organon.

The one tablet daily dosage should be continued for at least

three months. See Data Sheet for contra-indications, warnings, precautions and adverse effects. Decreased activity may result from interactions with enzyme-inducing compounds, such as phenytoin, carbamazepine and rifampicin.

The white tablets are marked "Organon" with a star on one side and "Mk2" on the other. They come in press-through strips of 28 tablets (£13.20), and 3 by 28 tablets (£39.60, both prices trade). The licence number of the POM is 0065/0086. Organon Laboratories Ltd. Tel: 0223 423445.

Interferon for hepatitis B

Interferon alfa is now licensed for the treatment of chronic active hepatitis B.

Interferon alfa offers a new approach to treating patients infected with HBV and preventing progression of the disease to liver cirrhosis or liver cell cancer, say Roche, manufacturers of

Roferon-A.

Schering-Plough, who make Intron-A, say treatment is given subcutaneously three times a week for four to six months. The average cost of treatment will be £1,500. The most common side-effect from its use is "flu-like" symptoms.

Sigma generics

Sigma are launching two new generic products.

The first, made by Mepha Pharm, are co-phenotrope tablets (containing 2.5mg diphenoxylate hydrochloride and 0.025mg atropine sulphate). Tablets are white, marked "T" on one side and "51" on the reverse, available in packs of 100, 500 and 1,000.

The second are diclofenac tablets 25mg and 50mg, made by Generics UK. The dark yellow, biconvex tablets are available in blister packs of 100 (five by 20).

Pharmacists should contact the company for initial offers. Sigma Pharmaceuticals plc. Tel: 0923 50201.

BRIEFS

Beiersdorf's Leukosilk, the only silky tape on Drug Tariff after April 1, is available at a special offer price in the Numark April promotions. Beiersdorf UK Ltd. Tel: 0908 21555.

Coloplast PC3000 drainable bags will be available on the Drug Tariff from April 1. They are available in eight sizes (30 bags £54 trade), in clear and opaque. Coloplast Ltd. Tel: 0733 239898.

Wellcome will be including patient information leaflets in packs of Polyfax ointment 20g. The Wellcome Foundation Ltd. Tel: 0270 583151.

3M Health Care are discontinuing Theodrox tablets, but existing stocks may continue to be supplied as the product licence is still in force, say 3M Health Care Ltd. Tel: 0509 611611.

Allen & Hanburys recommend that Ventolin tablets 2mg and 4mg in packs of 100 or 500 are used in hospitals after ward packs are discontinued at the end of March. Allen & Hanburys Ltd. Tel: 081-990 9888.

Gist-Brocades have been granted a product licence for Bicillin injection. It is no longer necessary to place orders through the company on a named patient basis, as the product is freely available from wholesalers. Brocades (Great Britain) Ltd. Tel: 0932 345535.

It couldn't be easier to take.

So we've made it easier to ask for

We knew we couldn't improve
Dulco-Lax's effectiveness.

But we did know that we could
improve its packaging design, shop
displays and overall image.

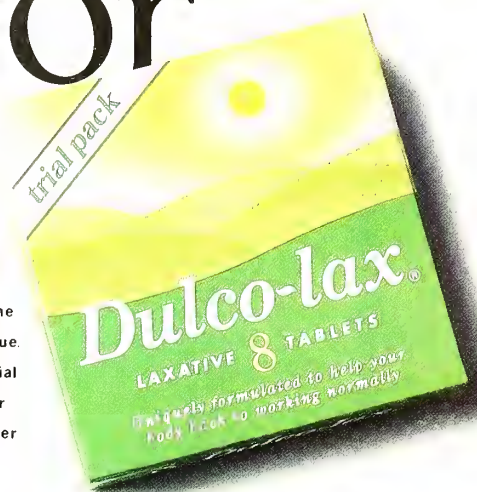
Consequently, we're relaunching
Dulco-Lax this year with £300,000

worth of new advertising, PR, liter-
ature and a special bonus deal for
your stockists.

The new packaging features
an 8-tablet trial pack which
your customers can select for
themselves.

We've even put a hyphen
between Dulco and Lax to help the
name trip more easily off the tongue.

For more details of our special
bonus offers contact your Windsor
Pharmaceuticals territory manager
or telephone 0344 484448.



Cow & Gate doesn't just help babies grow.

Expand the amount of Cow & Gate on your shelves and you could soon be expanding your business.



Because Cow & Gate has the most



comprehensive and popular range of baby-milks, meals and drinks for every stage of a baby's growth from birth to toddler.

We're the brand leaders in babymilks. And our babymeals now account for over half of all jars sold.



While baby drinks lead the market and sales of Olvarit meals keep rising all the time.

And we're making sure it stays that way.

This year sees our biggest spend ever on advertising and promotion, with



major campaigns both on TV and in magazines.



So fill your shelves with the Cow & Gate range and you'll soon be filling your pockets.

**Cow
& Gate**
The Babyfeeding Specialists.

Breastmilk is the best food for babies. The purpose of infant milk formula is to replace or supplement breastmilk when a mother cannot, or chooses not to breastfeed. The cost of infant milk formula should be considered, and medical advice taken, before deciding how to feed a baby.

35 KELLEYS



35-37 KELLEYS



COUNTERPOINTS

Homeway sterile packs for all

Homeway Medical's sterile medical pack, previously available through Unichem, is now available to all pharmacies, says the company.

The sterile pack (£9.95) is intended for travellers to more remote locations — the Middle east, Far East, South America and Africa, they say. It contains sterile syringes, needles, injection swabs, a drip needle for blood transfusions, cutting needle and silk for stitching, skin closure strips, Melolin dressings and disposable gloves.

There is no minimum order and the retail margin is greater than 33.3 per cent, say *Homeway Medical*. Tel: 0962 881051.

Display for J&J suncare

Johnson & Johnson have introduced a brightly coloured, freestanding merchandiser for their family suncare range.

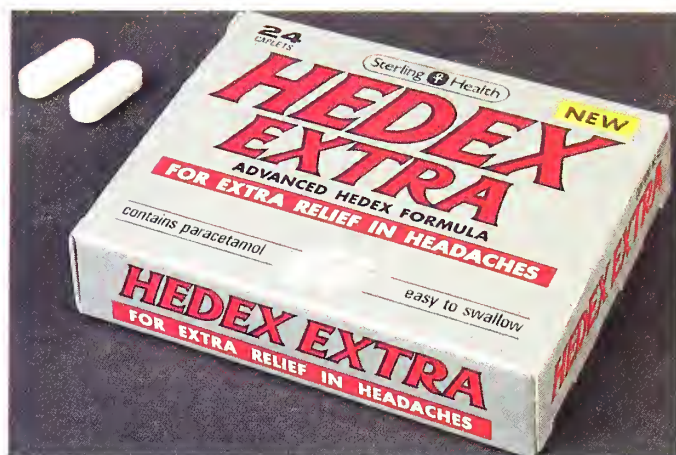
Johnson's Suncare System is a two-tiered unit, echoing the circular spectrum pack design of the products.

The merchandiser holds all the products in the range. *Johnson & Johnson Ltd*. Tel: 0628 822222.

Hermesetas on TV

Hermesetas Light will be supported on TV-am from April for three months. This will be supplemented by a three week campaign on LWT.

The campaign comprises 20 and 10 second commercials featuring Hermesetas Light sweeteners and granulated products. *Jenks Group*. Tel: 0494 33456.



Hedex Extra to grow analgesics market

Sterling Health are launching Hedex Extra, a pain reliever for mild to moderate headaches. Two Caplets contain 1,000mg of paracetamol plus 130mg of caffeine. Clinical studies have shown that this level of caffeine enhances the analgesic effect, say Sterling.

The company expects the launch to fuel growth in the extra-strength sector as well as in the analgesics market as a whole.

The extra-strength sector, worth some £11 million at rsp, has doubled its sales in two years, and now represents half of the total market, say Sterling Health. Pharmacies account for £3m of this market, showing a 60 per cent

value growth.

Sterling Health believe that the introduction of Hedex Extra will give pharmacists the opportunity to expand Hedex's niche as the headache specific remedy. Consumers are increasingly seeking specifically targeted remedies, the company says.

Hedex Extra's silver and red packaging creates a modern feel, which will appeal to younger users, and create a powerful visual impact on shelf, say Sterling Health.

Hedex Extra (24, £1.75) is available in outers of 12. In-store display material is available. *Sterling Health*. Tel: 0483 65599.

Rennie cook book offer

Nicholas are featuring an on-pack offer on their Rennie Digestif and Rennie Spearmint 24, 48 and 96 pack sizes.

Consumers will be able to choose from five Time Life home cookery titles (Fresh ways with... vegetables, poultry, pasta, salads or desserts), normally sold at

£13.95, for £6.99 plus £1.95 postage and packaging.

Details of the offer are outlined inside packs, or are available from the company. The offer closes on December 31 and applies to the UK and Eire only. *Nicholas Laboratories Ltd (Healthcare Division)*. Tel: 0753 23971.

Consumers can win £5 cash on lucky packs of Flix sweetener from April until December. The in-store promotion will be advertised on radio and in Press. As well as the

chance to win £5, customers can claim £1 back by saving three tokens from special packs. *Searle Consumer Products*. Tel: 0494 21124.

Pharmaton gets boost

Unichem are backing Pharmaton multivitamin products with special offers on both the children's and adults' supplements during April.

Pharmacists who buy three packs of fruit-flavoured Kiddi Pharmaton multivitamin syrup, including at least one 200ml pack or four 100ml packs, will receive a free towelling bathrobe courtesy of Unichem.

Pharmaton capsules are also on offer at 15 per cent discount on both the 30 and 100 capsules bottles.

These offers are timed to allow pharmacists to take advantage of forthcoming promotional support including advertorials in *Good Housekeeping* and *ES* magazine, says marketing director Tony Foreman. *Unichem plc*. Tel: 081-391 2323.



Crookes Healthcare are introducing a compact counter display unit for their Hc45 hydrocortisone cream. It will be available from the salesforce from April. The unit, which covers the same area as an FP10, holds 12 Hc45 tubes and 25 consumer leaflets. The leaflets offer help and advice to consumers suffering from inflamed, irritated skin, including an explanation of hydrocortisone. Crookes claim the brand has increased its share of the market to over 50 per cent, with annual growth of 40 per cent a year. *Crookes Healthcare Ltd*. Tel: 0602 507431.

Genghis Khan



Tau-Marin is a new range of high-quality toothbrushes - available exclusively through pharmacies.

Scientifically developed and clinically tested for a high standard of oral hygiene.

And available only through pharmacies because expert advice is essential to the correct choice and use of a toothbrush.

For example, most people have some idea of Genghis Khan and where he came from. But few know much about dental tartar and how it is formed. And yet dental tartar is produced naturally by half the population over 18 and everyone over 40.

It is caused by calcium and phosphate ions in saliva which precipitate in the form of calcium phosphate and bind to receptors on the dental enamel. Left untreated, it can trigger gum disease, resulting in lost teeth.

Fortunately, it can be much easier to control than Genghis Khan. Tau-Marin's anti-tartar brush is designed to supplement six-monthly dental scaling by daily removal of tartar deposits. As with all Tau-Marin toothbrushes, it is easy to clean the teeth which are hardest to reach. And using Tau-Marin anti-tartar fluoride toothpaste helps block the formation of new tartar deposits and plaque.

The Tau-Marin range, including toothbrushes, toothpaste gel, and dental floss, can make a substantial contribution to preventing the onset of gum disease.

But anti-tartar brushes should only be used after consulting a dentist or pharmacist.

This combination of quality products and first-rate advice has made Tau-Marin the best-selling toothbrush brand in pharmacies in Italy, its country of origin.

If you want to join the growing number of pharmacists who offer the quality of the Tau-Marin range in the UK, call Maria Diaz on 071-376-7999, or write to her at the address below.

It's the first step to helping your customers put an end to the tartar invasions.

The innovative Tau-Marin toothbrush with its distinctive slanted head is the result of considerable scientific study.

The 15° slant allows the brush to reach teeth at the back of the mouth much more comfortably.

Rounded synthetic bristles avoid damaging enamel and irritating the gums. The colours indicate alternate firmer and softer rows to remove plaque and stimulate good gum circulation.

The straight, rigid handle makes it easier to brush at the correct angle of 45° and the correct pressure of 120-150g.

more than
a brush with
science

tau-marin

Bodyform Solo is Scott's trifold towel



Scott are launching Bodyform Solo, a new trifold, individually wrapped towel.

It is a regular towel, shaped for comfort and reliability, and offers convenience and portability in

packaging that appeals to all sectors of the market, say Scott.

The trifold sector is the fastest growing area of the market, showing around 18 per cent growth, and accounting for 15 per cent of all press-ons sold, say Scott.

The company believes that the introduction of Bodyform Solo will build on the current growth of the Bodyform brand, by offering consumers a choice of products to suit different needs.

To support the launch Scott are offering two extra towels free in the new packs — 18 for the price of 16 (£1.25).

In addition, extra-fill promotions are running across Bodyform regular and super towels (22 for 20), and pantyliners 30s and 45s will include five extra units free.

The promotion runs this month and during April, while stocks last. *Scott Ltd. Tel: 0342 327191.*

Jim Davidson gets Active Mouthguard treatment

Smithkline Beecham Personal Care are following up last year's Bernard Manning television advertisement for Macleans Active Mouthguard with one featuring Jim Davidson.

Using the "cleans the foulest mouth" theme, the Cockney comedian is shown attempting his foulest limerick which is turned

into the freshest prose. The national £2.5 million campaign will run from the end of March to the end of May.

Bernard Manning is featuring in a radio commercial on Capital Radio. The commercial targets 35 per cent of all mouthwash users, say *Smithkline Beecham Personal Care. Tel: 081-560 5151.*

The 34th Miss Pears competition has been launched and special cartons with entry forms will be distributed. The promotion will be

advertised in the consumer Press. The closing date for entries is July 1. *Elida Gibbs Ltd. Tel: 071-486 1200.*



Wisdom kick off with Gazza

Wisdom are launching their first children's character toothbrush and toothpaste, featuring football hero Paul Gascoigne.

The Gazza toothbrush (£1.25) has a densely filled head of round-ended filaments and a thumb pad on the handle, which helps small hands keep a firm grip. A transfer of Gazza in action is also featured on the handle. The toothbrush comes in red, white or blue with a

blue and white brush head.

The Gazza toothpaste (100ml, £1.39) has a pump action and features a reproduction of a signed photograph of the football star. The toothpaste is mild mint flavoured and sugar free with added fluoride.

The toothbrush and toothpaste come in outers of one dozen. *Addis Ltd. Tel: 0992 584221.*

New formula Palmolive

Colgate-Palmolive are relaunching Palmolive washing-up liquid, with a richer formulation and new packaging.

The new pack features a non-drip push-pull cap and high impact graphics. Palmolive comes in one litre (£0.93) and 500ml (£0.53)

sizes.

The relaunch will be supported by two million 150ml trial size bottles and free pack offers. Other activity includes a national poster campaign and a three million mail-out of coupons. *Colgate-Palmolive Ltd. Tel: 0483 302222.*

BRAND LEADER • FOR COLD SORES, CRACKED AND CHAPPED LIPS • HIGH PROFIT MARGINS
NEW ADVERTISING CAMPAIGN THROUGHOUT WINTER IN NATIONAL PRESS AND TEENAGE MAGAZINES



THE NAME ON EVERYONE'S LIPS

- No. 1 recommended brand.
- New, improved tablet formulation.
- New handy, portable sizes of tablets and liquid.
- Gavison is specifically effective against heartburn.

Ready for action.

- Direct promotional campaign to consumers from January 1991.
- Customers will be asking you for Gavison by name.
- Have the new packs in stock and on display.
- Ask your representative about new consumer information and display items.



GAVISCON®

For customers who demand
heartburn relief.

Pharmacy Prescribing Information

Active Ingredients: *Liquid:* Sodium Alginate BPC 500mg, Sodium Bicarbonate Ph.Eur. 267mg, Calcium Carbonate Ph.Eur. 160mg per 10ml dose. *Gavison 250 Tablet:* Alginic Acid BPC 250mg, Sodium Bicarbonate Ph.Eur. 85mg, Aluminium Hydroxide Gel BPC 50mg, Magnesium Trisilicate Ph.Eur. 12.5mg per tablet. **Indications:** *Gavison Liquid:* Heartburn, including heartburn of pregnancy, dyspepsia associated with gastric reflux, hiatal hernia and reflux oesophagitis. *Gavison 250:* Heartburn and acid indigestion. **Contra-indications:** None known. **Dosage Instructions:** *Adults and children over 12:*



10-20ml, children 6-12: 5-10ml liquid after meals and at bedtime. *Gavison 250 Tablets:* *Adults and children over 12:* 2 tablets to be chewed thoroughly as required. *Children under 12:* not recommended.

Note: 10ml liquid contains 6.2mmol sodium. One Gavison 250 tablet contains 1.02mmol sodium. Both liquid and tablet forms of Gavison are sugar-free. **Product Licence Nos:** 44/0058 Liquid Gavison. 44/0103 Gavison 250. Further information is available on request from: Reckitt & Calman Products, Donsom Lane, Hull HU8 7DS. © Gavison is a registered trade mark.

BRUSH UP ON YOUR COLGATE



Colgate is the No.1 toothpaste both in the UK and the rest of the world.

Outselling every other brand by far, it is now available in 5 different variants, to meet the needs of all your customers.

Backed every year by heavy-weight national advertising, with £12.5 million

behind the Colgate name this year, our massive rate of sale guarantees unmatched profitability for you.

Supported by our strong commitment to the oral care market as a whole, Colgate is the unchallenged market leader, earning the lion's share of your display.



SMILE

YOU'RE SELLING THE WORLD'S NO.1 TOOTHPASTE.

Colgate

New from Charles of the Ritz

Charles of the Ritz have introduced Protective moisture sport creme, repackaged their lip and eye liner pencils and added new shades to their Perfect Lipshine range.

The Protective moisture sport creme (SPF6) (30ml, £12.50) is a light tinted formulation in three shades — sun glow, golden glow and bronze glow.

As well as being repackaged in double-ended matte silver barrels, the lip and eye liner pencils have new formulations and colours. The new silicone formulation is said to provide easier application without dragging or pulling skin.

The lip liner (£6.50) will have the pencil at one end and a brush applicator at the other. New colours are soft rose, coral, rich red and true tawny.

The eye liner (£7) will now have a rubber smudge applicator. New shades available are rich black, teal, soft grey, french navy and dark brown.

Perfect Lipshine (£8.25), launched last Summer, has three new shades — melon, cherry and spice. *Charles of the Ritz Ltd.* Tel: 081-568 4466.

More protection from Almay

Almay have added two products to their Extra Protection range.

Extra Protection matte make-up (£6.95) is a light textured liquid foundation with an SPF of 8. It is said to have an oil control formulation and UV-A and UV-B filters. Packaged in a slimline white bottle it comes in six shades — ivory, classic beige, pinky beige, medium beige, golden olive and sun bronze.

Extra Protection fluid blush (£5.95) is a liquid blusher with an SPF of 8 and UV-A and UV-B filters. It comes in a dispenser tube in three colours — opal rose, clear peach and golden coral. *Nicholas Laboratories Ltd (Cosmetics Div).* Tel: 0753 23971.

Allergan Optical are offering a 5 per cent discount on the trade price of LC-65 (15ml, 30ml and 60ml sizes) purchased through AAI Vestric in April. *Allergan Optical.* Tel: 0494 444722.



A Royale Diet of 600 calories for five days

Royale Diet from Prideseek is a five-day cereal bar diet plus vitamin/mineral supplement, being launched nationally this month.

Royale Diet (£12.95) has been trialed for 12 months through slimming groups and reader offers in women's media, including the *Daily Express*, *Woman* and *Me*.

Each pack contains five varieties of high fibre bars — carob chip, lemon, orange, fruit and nut, and apricot and almond — plus a supply of vitamin/mineral

capsules.

Accompanied by a glass of water, the bars form a 600 calories per day weekday diet, alternating with normal eating at the weekend, say Prideseek.

The launch will be backed by national Press advertising from the end of March to September, and a public relations campaign in women's and leisure magazines.

Leaflets, presenters and other POS material are available from the company. *Prideseek Ltd.* Tel: 0604 881724.

Braun links with Cosmo to promote hairdryers

Braun and *Cosmopolitan* magazine are running a joint promotion. Customers are offered the chance of winning three months free subscription to the magazine on purchase of any Braun hairdryer

priced over £15 during May.

Support for the promotion includes posters and an advertorial in the May issue of *Cosmopolitan*. *Braun (UK) Ltd.* Tel: 0932 785611.

ON TV NEXT WEEK

GTV Grampian
B Border
BSB British Sky
Broadcasting
C Central
CTV Channel Islands
LWT London Weekend

C4 Channel 4
U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television

TV-am Breakfast Television
STV Scotland (central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Anadin Ibuprofen:	All areas
Aquafresh toothpaste:	All areas except C4 & TV-am
Benylin Day & Night:	HTV
Colgate great regular flavour toothpaste:	All areas except U, CTV & LWT
Libra Bodyform:	All areas except CTV, LWT, TTV C4 & TV-am
Macleans Mouthguard:	All areas except U, CTV, C4 & TV-am
Pea Douce:	TV-am
Radian B Mineral Bath:	Y
Solpadeine:	All areas

Glow with Revlon

Revlon have introduced two products to create a sunkissed look.

Sunglow effects powder (£10.50) is said to give a warm glow to the skin and contains a sunscreen. It can be applied as a bronzer on face and neck or as a blusher and eye colour.

The powder comes in a compact with a brush in two shades — matte and original.

Sunglow effects self-tanning moisturiser (50ml, £13.50) is suitable for face and body. Natural results are said to show in two to three hours, and maximum effect after four days of use. It is formulated for indoor use, but offers sun protection (SPF6). *Revlon International.* Tel: 071-629 7400.



For Father's Day (June 16) Celsius International have put together a boxed set (£6.95). It contains 100ml aftershave and a free 50ml travel deodorant spray. A peel-off label promotes the gift pack. The offer will be supported by radio, advertorials and competitions. *Celsius International Ltd.* Tel: 071-377 5000

Lipstick offer from Wella

Wella and Sensiq have joined forces in a consumer promotion. On purchase of any two Wella Balsam products consumers can send away for a free Sensiq lipstick, worth £2.79. There are five colours to choose from.

Promotional neck collars will appear on all Wella Balsam products, incorporating the lipstick token. The offer closes on December 31. *Wella Great Britain.* Tel: 0256 20202.

Ciba Vision are introducing a three-month pack of 10.10 lens solution, providing 90 days supply, and designed for convenience. Priced at £31.98 (rrp), it comes with a free soaking case. *Ciba Vision (UK) Ltd.* Tel: 0489 785399.

Alberto promote two

Alberto Culver are promoting their One Step shampoo/conditioner and VO5 Hot Oil treatment.

During April about 2.5 million consumers will receive a sample pack of One Step. The trial pack (below) comprises miniatures from the three conditioning variants. Consumers will receive a 20p money-off coupon, redeemable against the next purchase of One Step.



Consumers can also save £1 by sending a proof of purchase from One Step value added packs. The £1 money-off coupon is redeemable on the next purchase of One Step. The promotion runs for six months and coincides with television and sampling support.

On purchase of a triple pack of VO5 Hot Oil customers receive a 20p money-off coupon, redeemable against the next Hot Oil triple pack. The promotion runs from April for four months, coinciding with TV advertising. Alberto-Culver. Tel: 0256 57222.



Natrena sweetener has a new look. The new packaging is simple and striking, say Scholl. The brand will be supported by £450,000 worth of consumer Press advertising in women's magazines throughout April and a sampling campaign. Scholl Consumer Products Ltd. Tel: 0582 482929

Anadin turns on the ads

Some £1.2 million will be spent on television advertising for Anadin Extra this Spring, making it the brand's biggest ever campaign, say Whitehall Laboratories.

The advertising burst features last year's commercial "Turns off pain". Its message of fast pain relief is said to be a major element for the sales increase to younger customers. The nationwide campaign will run for four months from the beginning of April. Whitehall Laboratories. Tel: 071-636 8080.

Couture Designer Hosiery have introduced a range of cosmetic hosiery in three sizes (£3.99), which contains vitamin C and

Deep heat relief

Morphy Richards have introduced a deep heat massager.

The vibratory massager is designed for problem areas, says the company, such as minor aches and pains, and for soothing muscle tension. A three-position control switch gives a choice of heat only, massage only or both.

The PC912 has an angled head and four attachments for different areas of the body. It comes in grey with a fitted plug and costs £19.99. Morphy Richards Consumer Electronics Ltd. Tel: 0709 585525.

seaweed essence, said to give a cooling effect and moisturise, say Couture Designer Hosiery. Tel: 0788 823169.

Unichem discounts

April offers from Unichem include Peaudouce, Sanatogen, Loving Care, Kleenex, Panadol and Activ Balance.

An 18 per cent discount is offered on Peaudouce; Revlon's Activ Balance carries a 20 per cent discount; and Unichem's own label products are offered at a 17.5 per cent discount on purchase of 25 packs from selected ranges.

In conjunction with Unichem, Ever Ready are offering pharmacists up to 44.4 per cent POR when they purchase their range of rechargeable batteries.

On purchase of one pack of each size pharmacists receive two rechargers worth £33.98 free.

The range includes ten RX20 B2 on offer at £45.71, with the normal trade price at £58.78. A pack of ten RX6 B4 is offered at £45.71, the normal price being £53.78. Pharmacists receive a POR of 39 per cent on both sizes. Unichem plc. Tel: 081-391 2323.

Cussons are repackaging and reformulating their Morning Fresh washing up liquid. It is said to be thicker and has a new, fresher fragrance. Extra emphasis is given to the words "super concentrated" and "biodegradable". A "new richer and fresher" flash will be featured on pack during the relaunch. Cussons UK Ltd. Tel: 061-792 6111.

Farrow and Humphreys have added a body oil to their Chamomile and Clover skincare collection. The body oil contains kukui nut oil, said to leave skin soft but not oily. As with the company's other products, it is not tested on animals. Farrow and Humphreys. Tel: 0225 777808.

NOW AVAILABLE FOR RETAIL PHARMACIES

Recommended INJECTION KIT for travellers to -the Middle East, Far East, South America or Africa - they offer peace of mind where sterile facilities are not always available.

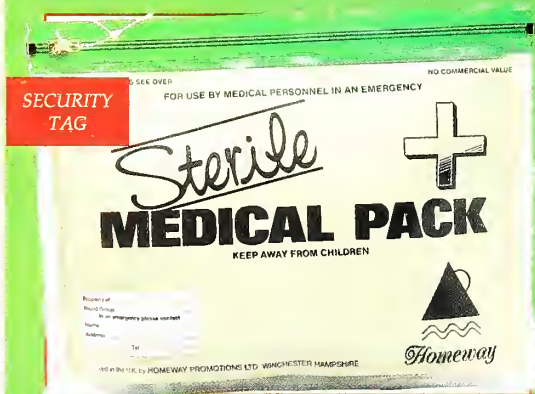
RRP £9.95 (Inc. VAT)

RETAIL MARGIN GREATER THAN

33.3%

NO MINIMUM ORDER

Available now from pharmacy wholesalers



Packed in a clear plastic, nylon zipped water resistant bag with SECURITY TAG. The contents are: 3 syringes, 5 needles, 6 injection swabs, 1 drip needle for blood transfusions, 1 cutting needle and silk (for stitching), 1 packet skin closure strips, Melolin dressings and pair of disposable protective gloves. Emergency advice included.

Produced by Homeway Medical, Littleton, Winchester SO22 6QS

050-302

What the experts turn to for effective head lice treatment



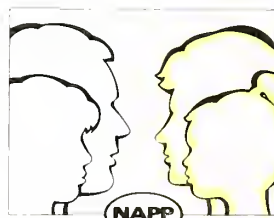
- Recommended on rotation
- Endorsed by authority
- Recognised market leader

PRIODERM[®] and CARYLDERM[®]
LOTION

FAMILY TREATMENT

Continuing commitment to pharmacy support and consumer education with sales force back-up, videos and information leaflets.

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KITS

40 YEARS EXPERIENCE
in head lice treatment

Electric catalogue

BDC are publishing a new edition of their catalogue, *Electric Warehouse*. It comprises 148 pages of colour photographs and descriptions of products from BDC's range of appliances and accessories.

Products are unpriced, so pharmacists can show customers details without disclosing their own buying price.

The catalogue costs £5.95 but will be given free with all orders for £500 or over received up to April 12. BDC. Tel: 081-881 2001.

Ajax gets relaunch

Ajax liquid is being relaunched with a new formulation and packaging.

The new formulation is said to be non-scratch, requires no rinsing and leaves no residue or smears. The lemon fragrance has been given a hint of lime and Outdoor Fresh fragrance improved.

The relaunch is being supported by £1 million worth of consumer advertising and promotional activity. Promotional 900ml packs will soon be available, say Colgate-Palmolive Ltd. Tel: 0483 302222.

Revlon draw the line

Revlon have introduced the Precision eyelining pen, an automatic, flow-through liquid liner.

The eyeliner (£8.95) is water-resistant and has a soft, flexible tip, said to provide better control. It comes in black only.

Revlon say it glides on smoothly and dries instantly. A thick or fine line can be drawn by varying pressure on the applicator tip. Revlon International Ltd. Tel: 071-568 4466.

Exclamation

Coty are offering consumers a free fashion watch with special packs of their Exclamation 30ml parfum de toilette spray (£7.50). The offer runs until the end of April. Beauty International Ltd. Tel: 0491 33333.



Carnation two-product deal and competition

Cuxson Gerrard have introduced a shelf unit for two of their footcare products from which, they say, pharmacists will enjoy a profit on return of at least 36.4 per cent.

This two-product promotional offer is valid for March, April and May, and features 30 Carnation corn caps (which have 97 per cent distribution in pharmacies, say Cuxson Gerrard) and six verruca treatment (63 per cent distribution).

The unit, designed to sell more products in the minimum shelf space, is available through wholesalers or Seton representatives. And the promotion is being supported by the brand's largest consumer media campaign, says the company.

Also running during March,

April and May, is a Carnation competition for pharmacy assistants, giving them three chances to win up to £150 worth of gift vouchers.

The competition involves answering a product quiz, and correct entries go into a draw. The first three drawn out will win gift vouchers (for Marks & Spencer or Our Price) worth £150, £75, and £25 respectively.

After the first draw, all entries will be re-entered into the subsequent monthly draws, giving entrants two more opportunities to win.

Entry forms are available with the two-product unit, from Seton representatives, or from Cuxson Gerrard (with a stamped addressed envelope). Cuxson Gerrard & Co (Dressings) Ltd. Tel: 021-544 7117.

Liga under Jacob's banner

Liga low sugar rusks are now being marketed under the Jacob's brand name rather than the Cow & Gate label. There are four variants in the range — original, orange, banana and gluten-free (which is prescribable).

Jacob's are also introducing Liga Ellies, described as a rusk that's more like a biscuit for the older child of 10 months onwards. Ellies (126g £0.85), not surprisingly, come in elephant shapes and are low in sugar.

Like Liga rusks, Ellies rusk

biscuits contain no artificial colouring, flavouring, preservatives or added salt. There is only one flavour.

"All Liga products will be supported by a promotional programme which will include leaflets, coupons and samples through the Bounty sampling programme. There will be advertorials and sampling in the mother and baby Press," says John Bryant, marketing manager for The Jacob's Bakery. Tel: 0734 583585.

Fuji are putting three of their HG400 24-exposure films together as a special holiday triple pack, offering a 98p saving for the customer. The holiday packs of the film have a recommended retail price of £9.49 compared with £3.49 for the films bought individually. Fuji Photo Film Ltd. Tel: 071-586 5900.

Wellcome are supporting Actifed, with new point-of-sale material for the hayfever season. There are A4 showcards and display towers which can hold 12 cartons of tablets. Special bonus terms are also being offered on the tablets and syrup. The Wellcome Foundation Ltd. Tel: 0270 583151.

Disney lines for baby

Rainbow Acrylics have introduced three Disney ranges of feeding equipment in melamine and acrylics for babies and young children.

The Disney Babies range includes a boxed starter set comprising bowl with suction base, training mug and feeding spoon (£3.20); a tumbler (£1.60) and training mug (£1.75) which are double walled "with floaters and glitter"; and a four piece boxed melamine set with tray, bowl and spoon and cup (£5.95).

The Disney classic range is aimed as the slightly older child and the Little Mermaid line at young girls. Rainbow Acrylics Ltd. Tel: 081-991 5702.

Tudor's new colour film

Tudor have added a new colour film, the XLS200, to their range. The move follows the launch of the company's 100ISO film, XLS100, last year.

The company says this film, with its extra margin of speed, is more suitable for photography in low light conditions as well as normally illuminated scenes. The XLS200 will be available from April. Tudor Photographic. Tel: 081-450 8066.

The wizard of Oz

Dendron are adding Oz toilet descaler and cleaner to their range of environmentally friendly limescale remover products.

The biodegradable descaler (£1.29, 300ml) contains accelerated citric acid said to remove limescale and iron deposits.

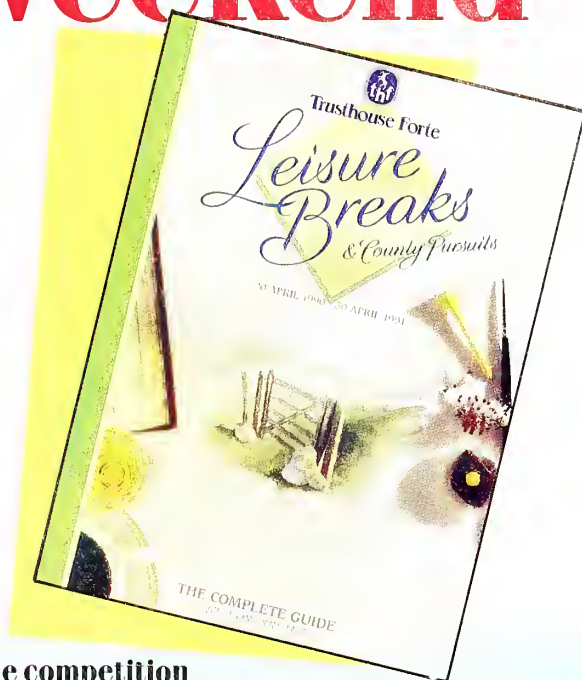
The launch will be supported by a national television campaign and PR activity. Dendron Ltd. Tel: 0923 229251.

Jordans have teamed up with the Miles Group to encourage sales of their oat bran bar. They are promoting it for "people worried about their cholesterol levels", based on studies which have shown that oat bran can help reduce it. Miles Group representatives will be sampling Jordans oat bran bars when they call. W. Jordan (Cereals) Ltd. Tel: 0767 318222.

Win a free weekend break with Sanatogen vitamins

Sanatogen is offering you the chance to unwind by winning a weekend break for two in the hotel of your choice from the Trust-House Forte "Leisure Break" brochure.

To enter, simply answer correctly the questions about Sanatogen single vitamins and you will be entered into a draw to win a luxury weekend break for two. We are also giving away 100 copies of the "Wholefood Cookbook" as runners up prizes — this is packed with imaginative recipes from countries all over the world with illustrations in full colour.



Recipe for extra profit

The colourful "Wholefood Cookbook" normally sells for £5.95 and will be offered free to your customers when they send just two tokens from any promotional packs of Sanatogen Single Vitamins. Consumer applications for this offer must be received by October 31, 1991.

The cookbook offer and the full range of Sanatogen Single Vitamins will feature in full-page colour advertisements in magazines such as the *TV Times*, *Woman's Own* and *Prima*.

So when you are looking to cook up some extra sales, make sure you have the Sanatogen Single Vitamin range on the shelf.

The competition

1. Even mild infection can increase the need for vitamin C

True ☐ False ☐

2. Which vitamins are used to get energy from our food and so help us meet the demands of a hectic lifestyle?

Vitamin C and D ☐ Vitamin B complex ☐

Vitamin A ☐

3. Sanatogen vitamin B complex contains vitamin B 6 plus 100 per cent RDA (recommended daily amount) of which of the following vitamins?

Thiamin ☐ Riboflavin ☐ Niacin ☐

Vitamin B12 ☐

4. Which vitamins are water soluble and therefore cannot be stored to any great extent by the body?

Vitamin A ☐ B Vitamins ☐ Vitamin C ☐

Vitamin D ☐ Vitamin E ☐

5. Sanatogen High C tablets have a refreshing fruit flavour. Is it?

Orange ☐ Lemon ☐ Blackcurrant ☐

Name: _____

Position: _____

Pharmacy address: _____

Daytime telephone number: _____

Simply complete this competition entry form and send it to Fisons/Chemist & Druggist Sanatogen Single Vitamin competition. Benn Publications plc, Sovereign Way, Tonbridge TN9 1RW.

The rules 1. Offer open to UK residents aged 18 and over, excluding employees of Fisons plc or Benn Publications Ltd, their families or their agents. 2. Applications must be received by April 26, 1991. 3. Holidays to be taken by April 30, 1992. Holiday includes two nights accommodation in a Trusthouse Forte Leisure Break Hotel, based on two people sharing a double (twin) room and a £100 meal allowance per couple. Travelling expenses are not included. The holiday will be booked by Fisons on behalf of the winner. The holiday must include Saturday night. No cash alternative. 4. Draw takes place in May 1991. Send SAE to draw address for results. 5. No responsibility will be accepted for applications lost or delayed in the post. Proof of posting will not be accepted as proof of delivery. Damaged or defaced entries will be disqualified. 6. No correspondence will be entered into. 7. The draw will be made by an independent person. 8. All holidays are subject to availability.

VAT adjustment tables

If your current price ranges from £0.01 to £0.22 the price is unchanged, despite the increased VAT; from £0.23 to £0.68, add 1p to get the new price; from £0.69 to £1 add 2p.

In the table below, old and new prices are given at 10p intervals. To calculate the new prices in between, add the required number of pence to the nearest price below it in column one. Then add the same number to the corresponding new price in

column two.

So to find the new VAT inclusive price for an item costing £1.18, add 8p to £1.10 and 8p to its corresponding new price of £1.12. The new VAT inclusive price is therefore £1.20.

Similarly, an old price of £5.65 becomes £5.77 (£5.72 plus 5p) and an old price of £9.92 becomes £10.14 (£10.12 plus 2p).

This table is for short-term use only. For fuller details of our VAT price service, see p437.

Current price (15% VAT)	New price (17.5% VAT)	VAT exclusive price
1.00	1.02	0.87
1.10	1.12	0.96
1.20	1.23	1.04
1.30	1.33	1.13
1.40	1.43	1.22
1.50	1.53	1.30
1.60	1.63	1.39
1.70	1.74	1.48
1.80	1.84	1.57
1.90	1.94	1.65
2.00	2.04	1.74
2.10	2.15	1.83
2.20	2.25	1.91
2.30	2.35	2.00
2.40	2.45	2.09
2.50	2.55	2.17
2.60	2.66	2.26
2.70	2.76	2.35
2.80	2.86	2.43
2.90	2.96	2.52
3.00	3.07	2.61
3.10	3.17	2.70
3.20	3.27	2.78
3.30	3.37	2.87
3.40	3.47	2.96
3.50	3.58	3.04
3.60	3.68	3.13
3.70	3.78	3.22
3.80	3.88	3.30
3.90	3.98	3.39
4.00	4.09	3.48
4.10	4.19	3.57
4.20	4.29	3.65
4.30	4.39	3.74
4.40	4.50	3.83
4.50	4.60	3.91
4.60	4.70	4.00
4.70	4.80	4.09
4.80	4.90	4.17
4.90	5.01	4.26
5.00	5.11	4.35
5.10	5.21	4.43
5.20	5.31	4.52
5.30	5.42	4.61
5.40	5.52	4.70
5.50	5.62	4.78
5.60	5.72	4.87
5.70	5.82	4.96
5.80	5.93	5.04
5.90	6.03	5.13
6.00	6.13	5.22
6.10	6.23	5.30
6.20	6.33	5.39

6.30	6.44	5.48
6.40	6.54	5.57
6.50	6.64	5.65
6.60	6.74	5.74
6.70	6.85	5.83
6.80	6.95	5.91
6.90	7.05	6.00
7.00	7.15	6.09
7.10	7.25	6.17
7.20	7.36	6.26
7.30	7.46	6.35
7.40	7.56	6.43
7.50	7.66	6.52
7.60	7.77	6.61
7.70	7.87	6.70
7.80	7.97	6.78
7.90	8.07	6.87
8.00	8.17	6.96
8.10	8.28	7.04
8.20	8.38	7.13
8.30	8.48	7.22
8.40	8.58	7.30
8.50	8.68	7.39
8.60	8.79	7.48
8.70	8.89	7.57
8.80	8.99	7.65
8.90	9.09	7.74
9.00	9.20	7.83
9.10	9.30	7.91
9.20	9.40	8.00
9.30	9.50	8.09
9.40	9.60	8.17
9.50	9.71	8.26
9.60	9.81	8.35
9.70	9.91	8.43
9.80	10.01	8.52
9.90	10.12	8.61
10.00	10.22	8.70

What's on at BPC '91

"Diagnostics and therapeutics into the 21st century" will be the theme of the British Pharmaceutical Conference, to be held at the University of Liverpool, Merseyside, from September 10-13.

The following is an outline of the provisional programme:

Monday, September 9 Pre-conference excursion to Dinorwig.

Tuesday morning Opening ceremony, Liverpool Philharmonic Hall, including an address by the Health Secretary. Scientific address by Dr E. Tomlinson, Conference Science chairman.

Afternoon Symposium on "Recent advances in human medicine": speakers on "Pathogenesis of AIDS" and "Human gene therapy". Professional session on "The therapeutic partnership".

Evening 150th anniversary celebration, Tate Gallery.

Wednesday morning Symposium on "Drug discovery through molecular cell biology." Debate on topical issues.

Afternoon Pharmacy practice research session.

Thursday morning Symposium on "Delivery and clinical use of

therapeutic proteins".

Community pharmacy session on "The role of the pharmacist in the care of the elderly." Joint industrial/academic pharmacy session on "The pharmacy degree for industrial practice". Agricultural and veterinary pharmacy session on "Pesticides in focus." Hospital pharmacy session on "Medicines for the 21st century — who decides?"

Afternoon History of pharmacy session. Group discussion sessions on topics such as "Complementary medicines and food supplements — should they be licensed?" "Health promotion — is the pharmacist prepared?" and "Come along and role play".

Friday morning Symposium session on "Who owns the human genome?"

Afternoon Conference lecture on "Diabetes and the immune system". Closing session.

Application forms have been posted to those who attended last year's BPC.

Other requests for forms should be addressed to Hazel Maxted at the Royal Pharmaceutical Society.

Would you recommend a No.2 painkiller to your No.1 customer?



Numerous clinical studies have settled the issue: Nurofen is one of the most effective analgesics you can recommend for pain. Even your own.

Nurofen (ibuprofen) is more effective than aspirin or paracetamol in relieving headaches, dental pain, period pain, flu symptoms, — in short, most common indications. And, unlike paracetamol and codeine, Nurofen is anti-inflammatory.

This efficacy is accompanied by an equally good safety record. In overdose, Nurofen is safer than either aspirin or paracetamol and has been shown in clinical trials to have a better tolerability profile than aspirin in normal doses.

Also, Nurofen is rapidly excreted and is less likely than aspirin to have an adverse effect on the gastrointestinal tract.

So it's no wonder that Nurofen, supported by a £5 million TV campaign, appeals to more and more people. We hope you recommend it. Because, when you really compare Nurofen to any other analgesic, we think you will come to the inevitable conclusion. There's no comparison.



We invite comparison



TAKE A LEAF OUT OF THE FRENCH BOOK...



...AND TAKE STOCK OF THE NEW SKINCARE RANGE FROM GARNIER

When we launched Synergie in France last January it was a natural success. In fact, just six months after its introduction it became the fourth biggest brand in the French facial skincare market.

The key to this success lies in the unique formulations which combine the very best of active natural ingredients with our most advanced scientific developments: 'The Alliance of Science with Nature.'

Now that Synergie is available in the UK similar results are expected. The launch comes complete with a £4m support package for 1991, including a major TV campaign, press advertising with sampling and a heavyweight trial programme.

And with the full range of products retailing at premium prices, ranging from £2.89 to £5.59, you're guaranteed high returns . . . naturally.

SYNERGIE

THE ALLIANCE OF SCIENCE WITH NATURE



FORMULATED AND CONTROLLED BY LABORATOIRES GARNIER · PARIS

The Royal Pharmaceutical Society's restrictive rules on advertising have at last been changed, leaving high street pharmacists with a valuable new opportunity to market their services. The NPA's head of information, Mary Allen, explains the current guidelines and takes a wry look at some of their implications

You can do it anywhere!

(Well — more or less)
(With apologies to Dr Seuss and the Society's Ethics Committee)

Would you, could you, in the dark?
I would not, could not, in the dark
Would you, could you, in the rain?
I would not, could not, in the rain
Not in the dark. Not on a train.
Not in a car. Not in a tree.
I do not like it, Sam, you see.
Not in a house. Not in a box.
Not with a mouse. Not with a fox.
I do not like it here or there.
I do not like it anywhere!

When my children were small I loved reading out loud the crazy rhymes of Dr Seuss, full of fun and double entendres (it certainly beat the Mr Men any day!). This particular rhyme, of course, referred to the eating of green eggs and ham, but a decade later I am reminded of it by the many queries we receive at Mallinson House about advertising.

Until last year the rules about advertising were so restrictive that most pharmacists fell into one of two groups. Many didn't bother in case they inadvertently breached the Code of Ethics while others went ahead and did it anyway, feeling it was worth the risk — the increased publicity outweighing the risk of being shipped to the Royal Pharmaceutical Society.

But in May 1990 everything changed. Proposals for a new paragraph seven of the Code of Ethics — the one that refers to advertising — were accepted in full at the Society's annual general meeting, allowing much greater freedom. This was brought about largely because of changes in Government thinking — there was pressure from the Office of Fair Trading which forced the Society to rethink its own views on advertising.

Advertising is now considered acceptable so long as it is decent, legal, truthful and not likely to bring the profession into disrepute. It must be dignified and must not create an invidious distinction between pharmacists or pharmacies. In other words, you can say what you do so long as you don't say you do it better than anyone else, and you shouldn't say it in Dayglo pink.

This is good news for individual pharmacists and for the profession as a whole. Pharmacists are all too reticent about the services they can offer and it can only be to the benefit of the public to let people know what



we can do. The National Pharmaceutical Association has done much to increase public awareness with its "Ask Your Pharmacist" advertising and PR campaign and it's now up to individual pharmacists to take that publicity one step further and promote themselves.

Separate services

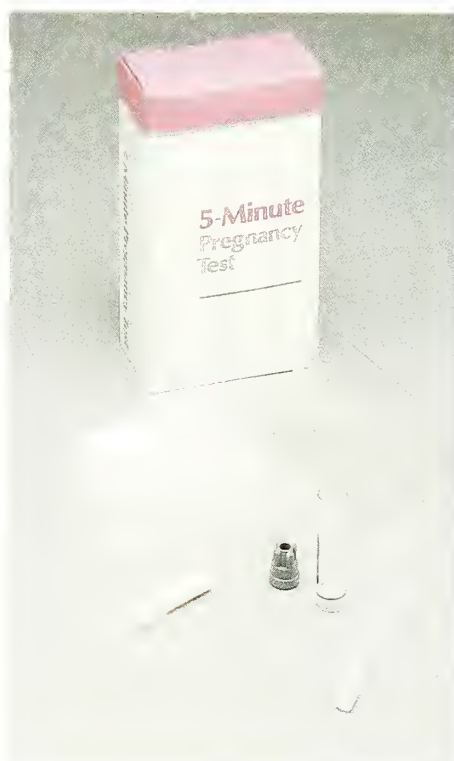
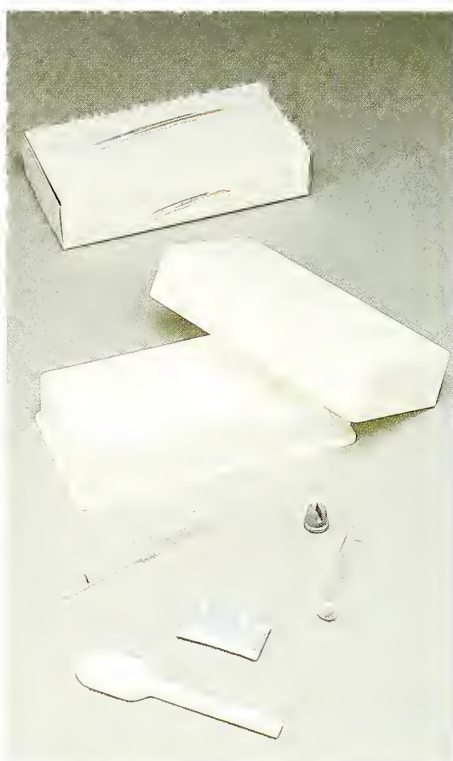
The new paragraph seven relating to advertising can be read in "Medicines, Ethics and Practice" sent to all pharmacists every six months. The paragraph sets out the basic obligations and follows this with guidance giving more detailed advice. This covers publicity for both professional services and non-professional services, and you are advised to keep the two separate, since advertising techniques appropriate for commercial goods are often inappropriate for professional services.

You can, therefore, advertise the professional services you offer, or you can advertise your special offers on, say, photographic work, but you can't do both in the same advertisement. The list of professional services you can advertise is long (assuming, of course, you do actually provide them!). And the list of details you can give relating to your pharmacist is quite staggering — look at it now on page 81 of the current "Medicines, Ethics and Practice". You can give the name, address, telephone number and hours of opening, and your name, age, sex, qualification and year of qualifying. I can't get to grips with this age and sex thing — I can't see why people would find it relevant — "Female pharmacist, aged 25, offers professional services. Phone 071-123 4567". Oh yeah?

You can mention the words "chemist" or "pharmacy" up to twice, in addition to designatory letters and personal titles, such as "pharmacist", which can be used once. However, don't forget that the one thing you shouldn't do is use the title "Doctor" even if you have a PhD as this could bring you in breach of paragraph two of the Code of Ethics — it could be argued that you are leading the public to believe that you are a medical practitioner. You can, of course, use the letters PhD. You can list the services you offer, and give other related details such as addresses of local hospitals and the FHSA/Health Board, should you be feeling so altruistic.

continued on p461

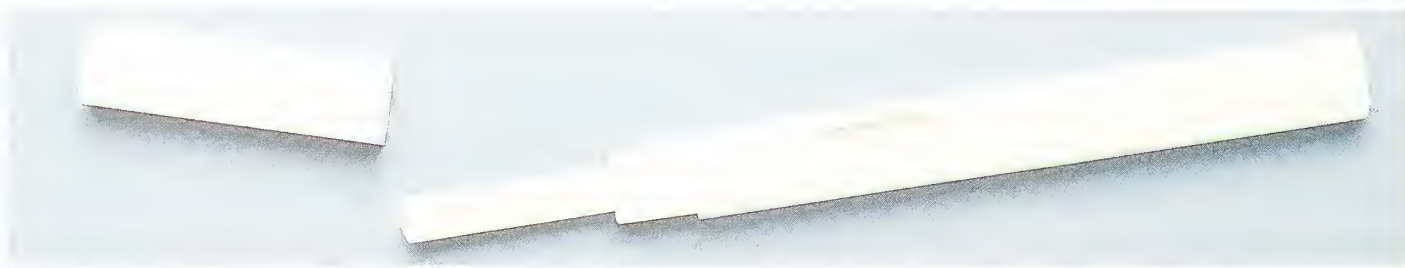
The next time someone tries to sell you a home pregnancy test...



... ask them to open the box!

And what you'll see may well resemble a chemistry set - droppers, powders, liquids, wells, and trays. And they all involve collecting urine in the lids - hardly scientific or hygienic.

But there is a simple alternative - Clearblue One Step, the only one piece, truly one step test. The absorbent sampler is held in the urine stream for 5 seconds and the result is read in just 3 minutes. What could be simpler?




CLEARBLUE
ONE STEP

THE SIMPLEST, MOST ADVANCED
PREGNANCY TEST IN THE WORLD

continued from p459

Advertise anywhere

So, how do you communicate all this information? Well to return to Dr Seuss for a moment — you can do it anywhere so long as it's dignified. You could use newspapers, leaflets, notices, signs, packaging material, labels and radio and television advertising. However dignity, like beauty, is in the eye of the beholder, and the ultimate beholder is the Society's Ethics Committee. So if you are considering anything that might be questionable it's best to check first. The Ethics Committee have, for example, decreed that advertising on a 23-foot wide hoarding on a rugby field goes beyond the bounds of dignity. The other important thing to remember is that you can only make simple statements of fact — you can list the services you offer but you must not imply that you provide them better than anyone else or that the services are exclusively yours.

In considering this question of dignity, remember that if your advert forms part of a newspaper article then the whole item is taken into account and not just your boxed advertisement. Sometimes such an article is about a particular pharmacy, maybe because it has opened recently or because it has celebrated some anniversary. Such articles should not infer exclusivity of services but may give details of what is available. In recent months we have received telephone calls from aggrieved pharmacists who have opened their local free newspapers to find expansive articles about their competitor up the road giving details of services provided such as collection and delivery services.

Perfectly respectable

This brings us to another point — many pharmacists think collection and delivery services are something that we aren't supposed to acknowledge — we all know they've been in existence for years but we must not say so. Well, as by now you should have "Medicines, Ethics and Practice" in front of you, turn to page 82 and look at paragraph nine. See! Collection and delivery services are now perfectly respectable, provided patients or carers have requested them. The best advice we can give to the aggrieved pharmacists is to combat like with like — phone the editor and tell him that you can do it too and perhaps he'd like to mention that next week.

Sometimes the article is about some other

local event or service and your advertisement will form part of the surrounding material — you know the sort of thing — "we are the fishmongers who supply the fish to Sunnybank Rest Home" for example. Provided the article is "dignified" this presents a good opportunity to advertise your professional services. Last Easter, before the new rules were introduced, I visited my home town in the North West, famous as a holiday resort and retirement centre. Residential and nursing homes alternate with hotels and guest houses all along the seafront. I picked up the local newspaper to read a feature on the opening of yet another residential home. This one was slightly different in that the owners (a nurse and an administrator) also offered a support service to the elderly in their own homes, providing services as diverse as bathing and "advice on the taking of medicines". Meanwhile the local pharmacist had played safe and had advertised on the premise of being the suppliers of toiletries to the home, alongside the local fishmongers advertisement among others. It broke my heart — thank goodness all that is behind us and next time let's hope that it's the pharmacist who is seen to be the provider of advice about medicines.

Be practical

Probably the best way to advertise is to produce a practical leaflet to promote what you do. You can design and produce your own — and some of the more innovative community pharmacists have already done this. The National Pharmaceutical Association has produced a leaflet for its members. The leaflet contains some material relevant to all pharmacies but offers flexibility so that a member may mix and match some paragraphs depending on the services he wishes to offer. The leaflet, of course, gives the individual pharmacy's details along with information about the pharmacist(s) (including age and sex if wanted!). The leaflet is proving very popular and those who haven't yet thought about leaflet provision can find out more by contacting the NPA.

The trick is, of course, to get on and be the first in your area to produce a leaflet. He who is last will do wonders for promoting the profession as a whole but little for his own pharmacy. You can distribute your leaflet in many ways — you can mail them out, or distribute them through local newspapers. You can distribute them via doctor's surgeries provided there is no local initiative for joint advertising. One enterprising pharmacist obtained labels from his FHSA and mailed the

leaflet to all GPs in his area. He was staggered by the response — many doctors contacted him to say they had previously no idea that he provided so many services. In one case the leaflets were distributed with home helps' pay-packets — what better way of advertising collection and delivery services?

Doing it yourself

If you wish to design your own leaflet you will gain the advantage of individuality, but be careful — I have seen a couple of fairly appalling ones. (The NPA leaflet has been approved by the Society and by the Plain English Campaign). Another point to bear in mind is that if you claim that you provide a particular service, for heaven's sake make sure that you really do! We have had several calls from pharmacists asking how best to provide a service that they are promoting on their practice leaflets. This is fine up to a point — we will help where we can, but it would be better to get your act together before you go to print!

There is currently some controversy about whether it is permissible to advertise in GPs' practice leaflets. The Royal Pharmaceutical Society has said that pharmacists may do so provided the GP has given equal opportunity to all local pharmacists and the advertisement relates only to professional services. However, recently the British Medical Association has told its members that it does not approve of pharmacy advertising in doctors' practice leaflets. The BMA is not a regulatory body for doctors and any breach of doctors' ethics would have to be considered by the body concerned — ie the General Medical Council. The view of the GMC at the time of going to press is that it takes a more liberal view and supports pharmacy advertising provided the criterion of dignity is upheld. The various professional bodies are looking at the issue and no doubt further guidance will be issued shortly.

Apart from these suggestions it's really up to you to decide how best to promote your business. Some pharmacists are now advertising on local radio and at least one is advertising in the local cinema. Provided you remember the basic rules that an advertisement must be dignified and mustn't create an invidious distinction you shouldn't go far wrong. The NPA is always happy to advise individual members and the law department of the Society will help. So — don't be shy — let the public and the other healthcare professionals know what you do. It's good for business and for the profession as a whole.



WYETH'S REGULAR TELEPHONE SERVICE ENSURES YOU NEVER RUN SHORT OF OUR QUALITY GENERIC PRODUCTS.....



**...WHICH INCLUDE
WYETH TEMAZEPAM
CAPSULES AND TABLETS.**

RING US ON
(0628) 604377
extn. 4519
or let us call you on a
regular basis

WYETH*
GENERICS
QUALITY ASSURED
SERVICE ASSURED

Wyeth Laboratories, Taplow, Maidenhead, Berks
*trade mark



In the picture

Pharmacies have a special role when it comes to introducing would-be photographers to the world of cameras, so choosing stock is a double responsibility — but still a pleasure

Your first bicycle, your first watch...your first camera. There are some landmarks in life people just do not forget and the chances are the purchase of a first camera is associated with the local pharmacy. What young customers find there can colour their attitude to photography for life.

Fortunately the pharmacy is a good source of inexpensive, reliable, fashionable cameras, and not just for the younger generation.

Hanimex-Vivitar are traditionally one of the major suppliers to the pharmacy trade and the company is keeping up the momentum for 1991 by introducing several new products to match the trends towards zoom and dual lens technology at affordable prices.

Camera sales

Sales of cameras in the pharmacy sector are split roughly two-thirds 35mm compacts to one-third 110 format and Hanimex-Vivitar are active in both markets. The company's latest compacts are the Vivitar VP2000 and VP5000 cameras, designed for style conscious as well as picture conscious customers.

More up-market, the company has also introduced its Hanimex HL series offering motor drive, tele-wide lens or a combination of both. The ZM compact zoom is believed by the company to be the first zoom compact to retail at under £60 and is available this Spring.

On the 110 front Hanimex are offering a range of blister packs and kits, from the Micro at under £5 to the Hanimex 110LFT.

For the children's market the company launched Picture Maker and My First Camera outfits at the end of last year. The Picture Maker, aimed at the under-eights, has a 110 Micro camera and film, plus Crayola crayons and a colour-in instruction book. My First Camera is for the 8-12 age range and contains a Hanimex 110L and film, plus a 60-page learn as you go photography book.

Shapely Kodak

Kodak offer a range of popular compact cameras, including the Kodak 335 retailing at £29.95. The fashionable Euro sells at the same price.

Apart from these established models, Kodak have revealed a new compact camera and an addition to its one-use camera range.

The most distinctive feature of the new Kodak 735 compact is its shape, which is smooth and curved, ergonomically designed to sit comfortably in your hand.

Other user-friendly features include: a fixed shutter speed of 1/100 second; a DX film code sensor that automatically sets the camera's low light level indicator for films with ISO speeds of 100, 200 or 400; a

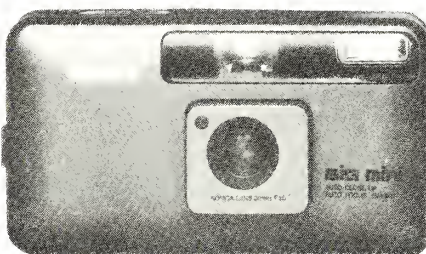
warning light to guard against picture-taking in inadequate light, and to indicate low batteries; a protected, f4.5, a three element lens; automatic loading, and wind-on.

On the single use side, the new Fun Flash camera is the party-piece of the Kodak range, allowing both outdoor and indoor photography. Like Kodak's Fun and the Weekend cameras, it comes ready-loaded with 24 exposures of Kodak Gold 400 film and has a fixed focus, f11, 35mm lens which helps sharp shots from four feet to infinity.

Since they are still the easiest cameras to load and use 110 cameras are still popular in the children's market. Kodak's best seller in this category is the Kodak Pazzazz, which comes in a pack with film and batteries.

Konica have introduced the Big Mini BM201 which they believe to be the world's smallest and lightest fully automatic camera. Around the size of a pack of cigarettes it should easily fit into a shirt pocket. Not only does it adjust to the distance of the subject but the flash alters its intensity to suit, too. The BM-201 is available in metallic black or gold and retails at £99.99.

The company has also redesigned its two disposable cameras, the Film-in and Film-in Flash. They now look more like conventional cameras and are loaded with



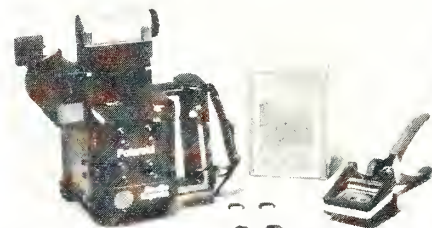
The Big Mini from Konica

24-exposure super SR400 film.

A camera designed for the poolside, the beach and skiing holidays is the Konica Jump-Auto, which has a special body giving it additional resistance to splashes, rain, snow, sand and dust. It features a fixed focus lens and automatic film transport. It retails at £59.95.

Canon quality

At the top end of the market Canon have beefed up their range with the introduction of a new lightweight autofocus camera, the EOS 1000F, retailing at £269. A version of



Polaroid's Studio Express

their existing EOS1000 model, it has completely automatic through-the-lens flash control and an autofocus auxiliary light for autofocus in dark conditions.

A little further down the price scale is Canon's new Sureshot Mega Zoom 105, featuring a built-in 35-105mm f/3.5-8 power zoom lens. Canon emphasise that the camera is still extremely small and compact, with an overall depth of just 63mm when the lens is full retracted.

Polaroid say their cameras have substantially out-performed the market in

continued on p465



A market leader for 110 cameras, Hanimex now offer eye-catching blister packs

Watch the Birdie make 67% profit for you.



Install Polaroid Studio Express in your shop and it won't just be the photographic results that amaze you.

Quick and easy to install, it offers the only quality alternative to photo booth snaps.

And as you know, quality service makes for happy customers and happy customers like to spend money.

It comes with a free set up kit, marketing guide and signage. Not to mention a photo guarantee scheme offering

unhappy customers, (there's always one who blinks at the wrong time) the chance to have their shots taken again at our expense.

To find out more fill in the coupon below or phone 07072 78286 for an information pack.

Then sit back and watch your profits develop.

Polaroid Studio Express
WHEN IDENTITY PICTURES MATTER



To find out how Polaroid Studio Express can boost your business, return this coupon to: Customer Service, Polaroid UK Ltd., Ashley Road, St. Albans, Herts. AL1 5PR.

Name _____ Position _____ Company _____

Address _____ Tel. _____



Kodak's new 735 is ergonomically designed with a smooth, curved body for easy use

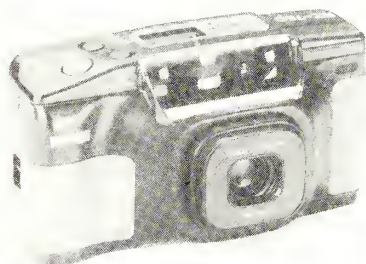
continued from p463

the twelve months ending November, rising on volume terms from 2.8 per cent to 4.2 per cent and in value terms from 3.2 per cent to 6.1 per cent. This is against a background of an overall downturn in sales in terms of both volume and value in the camera market. In May the company will be introducing its distinctive black designed Impulse portrait camera which will retail at £39.99 and features a built-in close up lens.

Polaroid are also aggressively promoting their passport photography kit, the Studio Express. The kit costs £695 plus VAT and includes the 403 camera, 20 packs of film and signage worth over £300, plus local advertising.

Fuji are expanding their disposable camera family with the introduction of the Panoramic Quicksnap in April of this year. Producing prints of 89 by 254mm it is a version of the established Fuji Quicksnap.

In the compact camera class Fuji are launching the Fuji FZ5 and FZ6. The FZ5, retailing at £19.95 is targeted at customers wanting to move up from the 110 format, while the FZ6, which costs £29.99 is described as an ideal first choice 35mm compact with twin lens.



Ricoh, distributed by Johnsons Photopia, are offering a comprehensive range of compact cameras for the Spring 1991 season. At a retail price of £49.99 the Ricoh L-20 is aimed at newcomers to photography or younger members of the family. It features motorised auto-load, wind and re-wind, integral flash and a use-flash indicator light. For an additional £5 it comes in a version which imprints the date on the corner of the picture whenever the user requires it.

Ricoh's entry-level model for autofocus compact cameras is the S-30 which offers the same features as the L-20 plus autofocus. It costs £59.99, or £69.99 for the date version.

Ricoh's FF-9 has become a best selling camera in the independent photographic trade. Johnsons describe it as "equipped with all the auto features your customer

could ask for". It is very simple to use and sells for only £99.99.

The Soviet Union has a tradition of providing keenly-priced photographic equipment of good optical quality and distributors Technical & Optical Equipment are offering a wide range of Zenith and Helios cameras plus gadget bags and accessories.

At the compact end of the market is the Zenith 35F which features built-in flash, a low-light sensor, double-exposure prevention and a built-in lens cover. This is offered at a trade price of just £11.10.

Another popular camera at the budget end of the market is the familiar Lubitel 166U twin lens reflex camera, available at a modest £17.70 trade.

Better, brighter, sharper

While sales appear to have been static last year for the first time in many years, film makers have not given up improving their products

Film sales have been undeniably hit by the deepening economic recession, forcing the manufacturers to compete even more vigorously for market share with promotions and special discounts.

With the total market consisting of around 100 million films last year the decline has primarily hit 126, 110 and disc film.

Fuji's film promotion programme begins in March with their free Tango offer on twin packs of colour negative film.

Two new films from the company are Fujicoulor Professional NHG 400 in 120 format which has been designed to give soft gradation of colour for Winter photographs.

Kodak is still the big name in film, especially in pharmacies, and the whole industry will have taken note of their move to give less prominence to the Kodacolor tag — a style widely copied in the film world — with the recent launch of their new Kodak Gold 400 film. The company believes it to be an improvement on Kodacolor Gold, and patents have been applied for technology which greatly reduces colour shifts between daylight and electronic flash, minimising the bluish tones sometimes associated with electronic flash.

Agfa have developed both a new negative emulsion and film vending machine for 1991. The company is replacing its 100 ISO colour negative film Agfacolor XRG with a new emulsion, XRG 100 NEW. Agfa say they have concentrated on improving both colour saturation and brilliance. The fine grain is said to have been improved by 33 per cent to enhance sharpness and so provide clearer and more vivid colour.

Konica have a new range of Super SR

film and a new chrome film, Konica Chrome R-100. The chrome film, which uses Konica's new Clean Multi-Structure Crystal technology, is believed to give better registration of detail in highlights and shadows and richer gradation.

The company's Super SR100 is an all-round, fine grain colour print film while Super SR200 and Super SR400 incorporate Konica's latest technology. Both use the company's simulated Spectral foundation technology which is said to give improved colour balance and flesh tones.

Tudor have recently added a new 50-pack dispenser containing 40 24-shot 35mm and 10 24-shot 100 films.

The company is also presenting its 35mm XLS range of film available in 12, 24 and 36 exposures. There is also a 24-exposure 100 size.

Instant camera company Polaroid have tailored a special film stock box for pharmacies during April and May at the special price of £96.50, providing a margin of 30 per cent POR.



New emulsion for Agfa's XRG 100



Kodak Gold 400 was put through its paces in Dublin recently, at the rugby international

Making pictures profitably

The battle between central laboratory processing and minilab systems rages on. C&D looks at the market where the one-hour turn-round and potentially high profit margins of minilabs competes with the convenience and service for the retailer of the major laboratories

The photo-processing world has altered out of all recognition over the past few years but the essential choice for retailers remains the same: whether to opt for the convenience and service of the major processing laboratories, or, if they have the volume of business, to install the potentially profitable minilab.

Service is the keynote of all of the large processing houses, illustrated by the recent launch of Regency Film Services' five star print service. This provides customers with 5 by 7in prints, superior packaging, an additional quality check, sleeved negatives and a date stamped on the back of each print.

Colourcare have been investing for the future with the installation of state-of-the-art photo-processing at their Park Royal, Newmarket and Livingstone laboratories. Called the Maxilab, the equipment provides continuous production from film splicing to finishing, with five individual computers monitoring the system, which in turn frees the operators to keep a watching brief on quality. They, too, offer 5 by 7in prints.

Colourcare have produced a Photo Service Guide free to all their dealers. The company has also planned a full year of promotions for 1991, including free film, a free radio with the super enlarged service and a free yo-yo with every order of additional sets of prints.

The London-based photo-processor Colorama is well known for its promotional activities through motor racing. In addition to their support of a Metro rally team they also have three Ferraris with Colorama livery which they use extensively at exhibitions. Now the company has added the sponsorship one of the most promising drivers driving in a Formula 3, Jack Stevens.

Worth Photofinishers have just finished a Winter promotion in association with Konica and are planning a series of 1991 promotions with a new offer for the pharmacist every 8 to 12 weeks. The company prides itself in its level of personal service and customers can contact any member of the management, including the managing director, for advice.

Process paid films are still very much part of the market place and Photoplus Laboratories expect this sub-sector of the market to have a relatively good year, increasing their market share at the expense of minilabs closing down as the volumes drop to the point where they are not longer competitive.

The minilab scene

Photoplus make the point that roughly a third of all minilabs are in Boots' stores and account for around two-thirds of all minilab processing. "Boots of course have the option of putting all films through their minilabs, including three-day service orders, and simply sending the overflow to the main processing laboratory — an ideal



Colourcare are committed to the advanced, continuous process Maxilab D&P system

arrangement."

Fuji believe in survival of the fittest and see the purchase of Fujifilm minilabs as a way pharmacists can generate both additional profit and new business. Fuji provide a business manual offering advice from customer care through how to maximise profits, to making the most of advertising and merchandising opportunities.

Another player in the minilab market is Photo Express, and they emphasise the speed of turn-round that is available with a minilab — they helped to pioneer the one-hour photo service. They market the all-in-one film and print processing unit the KIS 2010 — with the obvious advantage of only having one machine occupying floor space instead of the conventional two, one for the film, one for the prints. It is claimed to be the quickest minilab in the world.

The Gretag Master Lab, launched last October, requires just one metre of floor space. Gretag say that the new Master Lab means that high profits now can be generated from low film volumes. The machine handles all popular film sizes and prints up to 8 by 12in and contains all the features of the company's larger minilabs.

One of the hurdles to overcome when buying a minilab is getting the proper training to use it, and Fotostop Express have met this challenge by opening a special training centre for the running of technical and retail courses. Retailers can book themselves or their staff into the training centre for comprehensive training on the use of the company's minilabs, and



Champion are backing their range with process monitoring, personal back-up and advice

refresher courses are also available. Further services include market research and business feasibility studies, point-of-sale material, merchandising, lay-out design and shopfitting. A complete Fotostop identity can be provided by this group.

Champion Photochemistry (before it was sold, the photochemical division of May and Baker) have introduced a support package for their supply of photochemicals to ensure compliance with COSHH regulations. A free video advises staff on their role, while Champion's Profile quality control service monitors processing each month and provides personal back-up.

Tudor are also in this market and provide Impulse chemistry photochemicals for KIS minilabs. The chemicals are available in ready to mix kits for both film and paper. The company also supplies Kodak gold film and Fuji roll paper.

No. No.

I do not
want to
buy a
colour
copier

"Frankly, it's a stagnant market."

Fact: The colour copier market is growing at around 30%.

"They don't come out very well."

Fuji's photographic colour copy system offers premium quality with incredibly subtle tones and colour rendition.

"I already offer a photographic enlargement service."

With the AP5000 you can produce virtually instant enlargements from any original – prints from slides, print from print, OHPs, even copies from solid objects.

"How can it help my business?"

Copiers increase store traffic and offer excellent 'sell on' opportunities.

"There's no demand for colour copies in my area."

Most businesses now use colour in virtually all their presentations.

"What does it do that I can't do already?"

You can offer a virtually complete imaging service direct from your outlet.

"The material is far too expensive."

The cost of material for an A4 photographic copy is around £1, with typical selling price of around £4.

"Nobody would know even if I did get one."

Our point-of-sale pack will advertise your new service instantly.

"Sounds too complicated."

It's as easy as pressing a button.

* COMPOUND ANNUAL GROWTH RATE (WHAT TO BUY IN BUSINESS – COLOUR COPIERS).

Well, maybe...

PLEASE SEND ME DETAILS OF HOW THE FUJI AP5000 CAN ADD TO MY BUSINESS, WITHOUT THE NEGATIVES.

NAME

ADDRESS

BUSINESS

TELEPHONE FAX

SEND TO: LISA BENSON
FUJI PHOTO FILM (UK) LIMITED,
PHOTOFINISHING DIVISION,
FUJI FILM HOUSE,
125 FINCHLEY ROAD,
LONDON NW3 6JH.
TEL. 071 586 5900
FAX 071 722 4259



AP
COLOR COPIER

NUMARK

SMILE PLEASE!

It looks like bright sunshine with no clouds for Numark Chemists this summer.

That's because our own brand film, made by a leading multi-national, retails at £1.69 for 35mm 24 exposures. A low price that gives 30% profit on return.

The Numark range of film also includes own brand 35mm, 36 exposure and 110, 24 exposure. There are also regular promotions on 'big name' film, cameras and other photo lines.

So if you would like bigger sales and profits, just say 'Numark'.

NUMARK



Batteries growing in the gloom

With many photographic purchases suffering from the perception they are unaffordable luxuries while cash is tight, the spotlight falls on the success of the humble battery

"The replacement market is the big one for batteries, so selling cameras or other appliances is not the issue," says Duracell's marketing director Gary Ferguson. "One surprise for us has been that the battery market is more recession-proof than many people had expected. Batteries are now seen as essential purchases rather than optional."

Duracell's latest Battery Market Study brings together statistics from Nielsen, AGB/PPI and other independent research plus some trade and in-house estimates of the market. The report shows a total market volume which is holding up well with a 2 per cent growth despite the recession.

Batteries may not be the glamour side of photography but, potentially at least, they are a product which could make a useful contribution to a pharmacy's sales. "The battery market is twice the size of the shampoo market but pharmacies only have about 3 per cent of it," says Mr Ferguson.

Pharmacy advice

He sees batteries as an area where pharmacists can offer advice to good advantage. "The average customer believes batteries last maybe a year in storage but alkaline batteries last four years. A pharmacist can inform the customer and say: why not buy spares?" lithium batteries, increasingly used in cameras, have a shelf life of ten years.

"Pharmacists need to ensure their displays are fully stocked with the relevant cell sizes. Only five alkaline sizes cover 90% of general sales, while the smallest two alkalines, LR6 and LR03 plus three of the lithium cell sizes cover 99% of sales for photographic applications." Big multiples seem to find it more difficult to do this.

One feature that emerges from Duracell's report is the failure of rechargeable batteries to take a significant share of the market.

However, this view is flatly contradicted by the other major player in the UK battery market, Ever Ready. "The fastest growing sector of the battery market (although starting from a small base) is the nickel cadmium rechargeable market," says the company. Ever Ready value the market at £25 million — against over £300m for the battery market as a whole — and saw a 20 per cent increase in volume in 1990. The company believes that much of this growth is the result of keen consumer interest in renewable resources.

Duracell compete head-to-head in the UK with Ever Ready. By volume Ever Ready have by far the higher sales, registering some 47 per cent of the market against the 24 per cent held by Duracell.

However, when the alkaline sector is considered the picture changes, with 55 per cent held by Duracell against the 25 per cent share occupied by Ever Ready. Both companies agree that alkaline batteries is the faster growing sector and expect a 50:50 market split to arrive this year.



Duracell's marketing position is single-mindedly length of life, which is steadily increasing

Retailers' first port of call

Little and often seems to be the view of the photographic wholesalers in the current flat market for retailers; *C&D* looks at how the wholesalers are confronting the prevailing trading environment

Whatever their photographic requirements for most independent pharmacies the first port of call will be their wholesaler, either full-line or specialist photographic.

Some operations combine the two: for example AAH are conventional full-line wholesalers who have set up a dedicated area at their Bristol distribution centre, known as the Camera Centre. This has been designed to provide a specialist service with higher levels of expertise available to advise the pharmacist.

Swains are dedicated photographic wholesalers who have targeted the pharmacy market. The company offers over 10,000 photographic lines and encourages its customers to purchase small amounts more frequently to improve cash flow. Swains argue that using a single photographic wholesaler saves paperwork as their customers get a single, printed summary of outstanding balances every month.

Swains are in direct competition with Sangers, probably still the major dedicated photographic wholesaler. Nick Edwards,

marketing director of Sangers, says: "With retailing in a recessive phase independents need to think about how to get improved profitability from a fairly static turnover. One of the most obvious ways Sangers can help is with stock management." Like Swains, Sangers promote the idea of smaller quantities more frequently.

Numark have former Sangers director Terry Norris as their managing director and, predictably, he is taking a keen interest in the photographic side. The voluntary trading organisation launched their own brand film last year and have registered with Hanimex to stock a limited number of their cameras suitable for the pharmacist.

One of the best known full-line wholesalers, Unichem, are offering a consumer promotion on their recently relaunched own-label film. Customers will be able to buy three 24-shot 35mm films for the price of two.

Unichem's estimate of the film market is that it has declined from a high of 113 million units in 1989 to 110 million last year.

A market of opportunity

The photography department can be a significant part of the business for many pharmacies. It is also a potential growth area if you look beyond the current economic downturn. With this in mind, Numark's managing director Terry Norris spots trends in the market and offers advice on how to make the most of photographic retailing

Photography is a market of continuing opportunity for pharmacy. Virtually every pharmacy has some photographic activity and many have developed full scale departments. But it is the majority, who have reasonable and growing business, who are in the largest market with the greatest opportunity for growth.

Photography is a big business, with UK sales of £1,214m in 1989. The figures for 1990 have not yet been published but will show a slight down turn due to the current economic situation; even so, the long term trends remain very positive. Photography is in the leisure sector and all longer term indicators from organisations such as the Henley Centre for forecasting point to substantial growth in leisure activities and expenditure.

Special position

Pharmacy has a special position within photography. Photography falls into two easily definable markets — the enthusiast and the happy snapper. By and large the enthusiast buys from the camera shop or those pharmacies with specialist departments, whereas the happy snapper buys from general retailers and pharmacy.

The happy snapper market is the largest, and in this market women are very important; they feel much more relaxed in a pharmacy and this creates tremendous sales opportunity.

The film market

The market for photographic film here relates to film used by consumers rather than by professionals. It covers colour negative, colour reversal and black and white film and in 1989 was worth some £289m. This year it is currently running at approximately £275m; but as we said above in the long term this need not worry the independent pharmacy.

The swing towards 35mm film will continue and this is a side of the business which must be developed. More and more people are beginning to buy 36 exposures on 35mm film, which has gained 3 per cent in the last couple of years and now stands at 40 per cent market share, rather than 24 exposures which has a 56 per cent share.

Sales of 110 film have almost halved in the last two years, but this has been far less noticeable within pharmacy and although there has been a decline in sales of own brand film this has not affected independent pharmacies, illustrated by the success of Numark film.

At present, colour negative film accounts for 91 per cent of the market, colour reversal 3 per cent, black and white 3 per cent and instant 3 per cent. Within colour negative 35mm dominates with 71 per cent of the market, 110 has 19 per cent and is falling fast, disc holds 17 per cent, also falling fast, and 126 has 3 per cent.

Consumers purchase instant cameras

UK market size for photography 1982-1989

Year	Market Size (£m)	Growth %
1982	631	
1983	644	5.23
1984	719	8.28
1985	785	9.18
1986	849	8.15
1987	945	11.31
1988	1049	11.01
1989	1214	15.73

Colour negative 1990 film sales distribution — % units

Chemists	36
D&P Spec/Cam Shops	32
Leisure	9
Mail Order	7
Supermarkets	7
Drugstores	6
CTN	3

UK market for photographic film 1982-1989

Year	Market Size (£m) RSP	Growth %
1982	145	
1983	151	4.14
1984	165	9.27
1985	174	5.45
1986	205	17.8
1987	235	14.63
1988	264	12.34
1989	289	9.47

and film in order to acquire the practical and emotional benefits of instant photography. Polaroid say that it is a growing market amongst business users, such as architects, engineers, estate agents, surveyors, antique dealers and landscape gardeners. Polaroid have a 3 per cent share of the total market in films.

Pharmacy sales

Approximately 17 million films were sold through chemists in 1989, 34.5 million through multiples, 24 million through camera shops and 9 million in supermarkets and Woolworths. This market has been experiencing a compound annual growth rate of 13.5 per cent over the period 1985-1989, with especially strong growth over the 86-89 period.

However, the market is currently down some 80 per cent in 1990. But this is only a contraction phase due to economic pressures and as this is not affecting independent pharmacies they should be looking to promote aggressively, particularly over the Christmas season. It is interesting to note, however, that 29 per cent of households in both Summer and Winter say that they use two films, whereas the figure of 11 per cent for those using only one in the Summer rises dramatically to 41 per cent in the Winter, and 14 per cent say they use six or seven films during the Summer, yet nobody uses this amount in the Winter, four seemingly being the

maximum.

The moral of this story is don't put as many films in Santa's sacks as you do in your Summer packs!

With film speed, the 35mm market is slowly moving away from 100 ISO, with the split now 100 ISO standing at 68 per cent, 200 ISO at 27 per cent and other, such as 400 ISO and 1000 ISO taking 5 per cent of sales.

The camera scene

Over three million cameras are sold each year. The trends show decline in SLR and 100 formats, while discs and 126 cameras are now almost non-existent. The main area is now 35mm compact cameras with sales of over two million units. At Photokina 1989 (the World photographic fair held every two years), the Numark party was shown computer data which indicated that over 50 per cent of camera units sold are priced at under £54.95.

For the majority of pharmacies, it is camera units up to £50 which are best. These should be in kit form, including a free film, batteries, strap, camera case (optional) and instruction book. Stick to well known brands such as Kodak, Hanimex or Halina and buy in small quantities on a regular basis — models and packs change regularly.

D&P is a vitally important area as it is regular daily business and generates a steady flow of customers to the pharmacy. The bulk of business is in standard prints, though the really profitable area is in developing the sales of enlargements, poster prints, or a second set of prints. Increasing the contribution of such products has a marked affect on D&P profitability. Discuss the idea with your D&P supplier.

If you are considering buying a minilab please take care. Minilabs call for a significant investment and the films per day calculation must be analysed with great scrutiny. Position is vital to ensure sufficient passing traffic. If you are proceeding select only companies who can assure the backup and after sales service required.

Sources of supply

A firm recommendation is to buy regularly and in small quantities from your pharmaceutical wholesale partner. There are price advantages in buying direct but these do not automatically transfer into increased profit. Film is dated and camera models change, so it calls for a steady hand to maintain the freshness of the product on offer. If any pharmacy develops its business to a stage that a wide product range is required, then specialist photographic wholesalers exist. For the great majority, however, the services of your wholesale partner can do a great deal to ensure a growing share of photographic business for your pharmacy. Every success for 1991.

FotoStop
EXPRESS

PROSPERITY IN STORE

As today's retailers try in earnest to find new sources of income, FotoStop Express, the 1 Hour Photo Group, invites your business to take advantage of a proven solution.

You may be looking for something new to add to your existing business or have previously considered purchasing a minilab to offer your customers an on-site 1 Hour Photo Service but have been put off by the complexity and cost involved. FotoStop have now produced a simple and economical method of entering this lucrative market.

Central to the FotoStop solution is the new Oriental 2ZB minilab which enables you to offer 1 Hour D&P plus a range of instant reprints including the phenomenally high margin 10x8in and 12x8in enlargements which cost less than 20p in materials but sell at £4.20, generating a massive 2000% profit!



A COMMITMENT TO SUCCESS



"Joining the FotoStop Retail Group was a great first step towards establishing a foothold into the 1 Hour Photo industry. Business has developed rapidly over a short time, faster than we had ever dreamed possible."

"If you don't try, you don't succeed. Becoming part of FotoStop helped to speed my success."
Michael Michaelides, Sussex.



WHAT WE OFFER YOU:

We have structured a complete business package and on-going support programme which combined with your commitment will ensure success. Included in the package are:

- Oriental 2ZB Minilab and accessories.
- Site Survey, Installation and Training.
- 1 Hour Photo Fascia (shop name included).
- Illuminated Projecting Sign.
- Internal Illuminated Sign.
- Window Display Sets.
- Pavement Swing Sign.
- Photo Display Presentation.
- Service and Price Menu.
- Special Offer Display Panels.
- Posters and Decals.
- Personalised Staff Badges.
- Advertising and Stationery Starter Pack.
- Supplies Starter Pack.

You can own this profitable business package for an investment of less than £200 per week.

As our business depends on your continued success we have no intention of leaving you after launch without back-up. You will receive regular visits from members of the FotoStop team who will help and advise in every aspect of running and promoting your 1 Hour Photo Service. This will be further supported by an express supplies service, special member discounts, advertising and promotion, quality control, maintenance, shopfitting and other benefits.

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TO EXPLOIT THIS
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ENQUIRY NO. 998

Macleans Active introduces new



SmithKline Beecham Personal Care UK command 24 per cent of the oral hygiene market and are manufacturers of the brand-leading Macleans oral care range. And their strong belief is that there is still further growth potential within this oral care category. This has been proven by their success in extending into the buoyant mouthwash market with the most successful sector launch of 1990**

Mouthwashes are the fastest growing sector in oral hygiene, worth an estimated £35 million in 1990 and showing a growth rate of 36 per cent year on year*. With this in mind, SmithKline Beecham took advantage of this booming market and introduced Macleans Active Mouthguard in March 1990.

Within eight months Macleans Active Mouthguard commanded an impressive 7.4 per cent share value* of this highly lucrative mouthwash sector. There is, however, still room for further growth, with penetration up now to around 35 per cent in the UK, but still relatively low compared to the 65 per

cent level in the USA*.

So, a year after the launch of Macleans Active Mouthguard Original variant, SmithKline Beecham have introduced a new Mint flavour mouthwash to add to the range and continue the success of the brand.

Both Macleans Active Mouthguard variants offer consumers the therapeutic benefits of anti-plaque and fluoride protection and the appeal of fresh breath — a proposition that has clearly gained considerable appeal among 17-34 year-old ABC1 consumers. The target sector will also enjoy the extra fresh mint taste offered by new Macleans Mint Active Mouthguard,

a tingling fresh flavour which is based on the brand-leading Macleans Freshmint toothpaste taste.

Original's appeal

The Original variant continues to gain appeal with those consumers preferring its clove and aniseed-based flavour. Building on a heritage of 63 years in the oral care sector, Macleans firmly believe that their new Mint variant Active Mouthguard will encourage further trial of mouthwashes by those consumers who have yet to discover the benefits of combining a toothpaste and

Mouthguard Mint variant

mouthwash oral care routine. Those consumers who currently use a mouthwash product will be encouraged to try the new Mint Mouthguard by its striking and appealing cool green colour and tingling fresh mint taste. The clear green tones complement the deep turquoise blue of Active Mouthguard Original. The livery follows closely the Active Mouthguard design, with Original and Mint creating strong shelf standout with the use of appealing and colourful packaging.

Consumers will gain additional benefits from both variants of Macleans Active Mouthguard. A unique measuring cup is hygienically banded onto the top of each bottle with a tamper-evident seal. This handy dispensing cup allows the mouthwash user to pour the optimum amount of Active Mouthguard to give maximum oral protection. And that's not all! Both Macleans Active Mouthguard Original and new Mint variants are produced in a PETG bottle, which is recyclable and much safer than glass to have in the bathroom. So

consumers can be kind to the environment while caring for their teeth and gums.

Complementary campaign

To complement the launch of Macleans Active Mouthguard Mint variant, SmithKline Beecham have further developed the "Cleans the foulest of mouths" execution, so popularly demonstrated in the original Mouthguard television commercial, as part of a £7m media support campaign which will be first seen nationally in April this year.

To support the television advertising campaign, Macleans have compiled a mass consumer media sampling programme for the new Mint variant. Consumers will have the opportunity to see an intensive programme of advertorials and reader offers throughout the women's Press. To initiate this programme, Macleans devised a consumer mail-out campaign consisting of 120,000 trial size samples of Macleans Active Mouthguard Original variant which



are being sent across the UK in the early part of this year.

Macleans Active Mouthguard is manufactured by SmithKline Beecham Personal Care UK, and is available in two sizes 300ml, £1.85 and 600ml family size, £2.89. A trial size is available £0.49 for 75ml.

SmithKline Beecham Personal Care UK, SB House, Great West Road, Brentford TW8 9BD. Tel: 081-560 5151.

Source: *Nielsen

**Nielsen Retail Audit Grocers AMT December 1990, toothpastes and mouthwashes



PILLS

— the every week story of pharmacy folk episode 51.

"It was a long wait for good stock control".

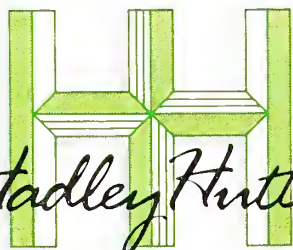
said John C. Jarvis
M.R.Pharm.S. of
Blackpool.

John Jarvis was a pioneer of computerised stock control. In 1982 he developed his own system at considerable cost.

"I was determined to wait for a PMR system until there was one which had a stock control facility as good as the one I had been using since 1982. I waited in vain until PILLS come along".



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NEWS EXTRA

Fentanyl skin patch trial

Janssen Pharmaceutical are soon to start a pilot study of an analgesic skin patch containing fentanyl.

The patch is intended for use in treating post-operative pain and the chronic pain of terminal cancer. It will overcome the current disadvantages of fentanyl, namely that it must be given by infusion or regular injection and its use must be monitored to prevent high blood levels leading to respiratory depression. Janssen

believe the patch will extend the drug's use from anaesthesia to broader areas of pain control.

The patch, developed by the Alza Corporation, consists of a waterproof backing, a reservoir of fentanyl gel which lasts up to 72 hours, and a co-polymer rate-limiting membrane through which the drug is released into the skin.

It has already been licensed in the USA for the treatment of pain in terminal cancer, where it had a

high level of patient acceptability and an "acceptable side-effect profile", say Janssen. The UK pilot studies will be followed by larger trials, so the patch is unlikely to be on the market before 1994.

Janssen are also carrying out trials of risperidone, a new antagonist of both dopamine and serotonin which is showing promise in the treatment of schizophrenia. It is a potent antipsychotic and seems to have fewer side-effects than drugs which antagonise dopamine alone. Another compound, sabeluzole, could be useful in Alzheimer's disease as it seems to improve learning and memory processes. A marketing date is still a few years away, say Janssen.

BRIEFS

The NHS Trusts (Pharmaceutical Services Remuneration — Special Arrangement) Order 1991 (SI NO 509; HMSO, £0.60) enables family health services authorities to claim reimbursement from NHS trusts for the cost of drugs, medicines or listed appliances carried out by doctors or dentists in carrying out the trust's functions for dispensing in the community. The Order takes effect on April 1.

The Cosmetic Products (Safety) (Amendment) Regulations 1991 (SI No 447; HMSO, £1), coming into effect on March 31, implement European Commission Directive 90/12/EEC by prohibiting various substances for use in cosmetic products, including progesterone and ethisterone, and extending the allowed use of some provisionally allowed preservatives, among other changes.

The Vaccine Damage Payments Act 1979 Statutory Sum Order 1991 (draft SI, HMSO, £0.60) increases from £20,000 to £30,000 the sum payable to a person severely disabled as a result of vaccination against any disease to which the Act applies. The Order takes effect on April 15.

Health Secretary William Waldegrave has approved grants totalling £1.4 million to 69 voluntary organisations providing support to alcohol and drug misusers.

Prescription costs in Northern Ireland last December were £9,499,537, with an average cost per form of £11 (average cost per item £6.68).

The proposed Regulation for a Community award scheme for an eco-label were discussed for the first time at the Environment Council last Monday. Under the proposed Regulation, criteria for the award of an eco-label would be determined after assessing a product's impact on the environment over its complete life cycle.

GP fundholders waiting

Some 1,720 family doctors in 306 practices are awaiting final approval to become fundholders on April 1, which will mean that nearly four million people will have fund-holding doctors. Around 350 practices have already expressed an interest in becoming fund holders from next April.

Some £250,000 has been devoted to running fund-holding projects in 1991-92. Some practices with less than the required patient list of 9,000 will be involved in a two year project to examine fund-holding in smaller practices. Two other practices in

Yorkshire and Trent will look at the possibility of extending the range of services.

Four fundholders in Scotland are expected on April 1, with a further five later this year. The potential for GP funding in smaller practices and the extension of services will also be assessed.

Labour's health spokesman Robin Cook said that GP practices on a budget will cost £10m extra in administration. "Labour will press ministers for an assurance that they will not raid the budgets of health authorities to set up these GPs in business".

Penicillins — 50 years on

A recent example of the increasing number of bacteria becoming resistant to antibiotics is the emergence of novel beta-lactamases with a particular affinity for third generation cephalosporins. So said Robert Sutherland, group director of the anti-infective product support unit at Smithkline Beecham, speaking at their meeting to mark 50 years since penicillin was first administered to man.

There is no evidence of resistance emerging to the combination of clavulanic acid and amoxycillin (Augmentin). "New beta-lactamases that have evolved are even more susceptible to blocking with clavulanate than the old ones — so far, so good," said Dr George Robinson, consultant microbiologist at SB.

The beta lactamase inhibitor clavulanic acid can be used with many antibiotics, but the company has not marketed it alone, anticipating regulatory difficulty because the compound has no intrinsic therapeutic benefit alone. There would also be the potential for safety problems, due to lack of control of the dose of antibiotic given and its different mechanism of action to antibiotics, said SB.

Housing plan rejected

Expenditure of £1.2 million on sheltered housing for elderly pharmacists cannot be contemplated at present, the Council of the Royal Pharmaceutical Society has decided.

In the final report on resolutions passed at the branch representatives meeting last May, Council says it has decided the secretary of the Benevolent Fund should build on the present system of advice and guidance.

Paid study time Council has now adopted a recommendation to pursue a postgraduate education allowance payable to community pharmacists engaged in a stated minimum amount of continuing education each year.

Community pharmacy subcommittee Council has already co-opted an employee pharmacist and further steps are being taken towards the formation of a membership group for community pharmacists.

Instruction leaflets The ABPI has been approached for support in encouraging companies to produce suitable leaflets for specialised products such as eye drops and ointments, including generics. The ABPI is hoping to publish a compendium of patient package leaflets in late 1992.

BUSINESS NEWS

CBI's survey shows hope

Retailers now expect a slight growth in sales for March according to the latest quarterly distributive trades survey organised by the confederation of British Industry and the *Financial Times*.

Nevertheless, retailers are reporting a year-on-year decline in the volume of sales for February.

Some 41 per cent of those surveyed said that sales in February were poor for the time of year, against 19 per cent saying sales were good. However, expectations for March were poor only for 26 per cent, while again 19 per cent were looking for good sales this month.

Chairman of the CBI's distributive trades panel Nigel Whittaker said that bad weather had combined with the recession to make February another poor month in the High Street. "Price rises are running at their lowest level since the survey started in 1983, which indicates that the pressure on retailers' margins is likely to intensify."

In March retailers expect sales to be higher than in the same month of 1990. This follows two months where the survey reported negative expectations.

Stormin' Norman's business Budget

In his first Budget as Chancellor Norman Lamont has raised VAT, increased tax on company cars, cut Corporation Tax and increased the registration threshold for VAT payments. There is also to be a tax on mobile telephones.

The major change in the Budget is the increase of VAT from 15 per cent to 17.5 per cent to allow a £4.5 billion cut in the take from the poll tax. However, he was silent on the subject of the Uniform Business Rate.

Corporation Tax is down 1 per cent from 35 per cent to 34 per cent for the 1990-91 financial year and down to 33 per cent for the 1991-92 tax year. The threshold turnover for paying Corporation Tax has been raised by 25 per cent. Now a company can turnover £250,000 before it is due to pay tax at the 25 per cent rate, and £1.25m before the full rate comes into force.

Again, in an attempt to take the pressure off business, the Chancellor has increased the carry back period for trading losses to three years instead of one.

The rules on payment of VAT to Customs and Excise have been relaxed. Relief on VAT unpaid to the business by suppliers can now be claimed after one year instead

of two years.

In an effort to help fledgling businesses the turnover threshold at which a business has to start paying VAT has been increased by 40 per cent to £35,000.

The Chancellor has also relaxed regulations for the payment of PAYE: from May, companies which turnover £400,000 or less will be able to pass on PAYE collected from employees quarterly instead of monthly.

There are changes to the rules for Capital Gains Tax which are aimed to help the small businessman. From now on, the CGT retirement relief rules allow people retiring at 55 rather than 60 to benefit, and the first £150,000 of capital gains is now exempt from tax, while the next £450,000 is only liable for 50 per cent CGT. CGT thresholds have been raised in line with inflation.

Still on Capital Gains Tax, the Chancellor has extended the right to set capital gains against the losses of a business to unincorporated businesses for the first time.

There is increased tax relief for profit related pay; from April 1 profit related pay is to be free of all tax up to the designated limits instead of the current 50 per cent relief.

To encourage employee share schemes, from January 1 next year the price of shares under executive options may be set at 15 per cent under market value if the company has an approved all-employee share scheme in operation.

Tax relief has also been introduced for training. With more people taking responsibility for their own training Mr Lamont is providing tax relief on most NVQ schemes. Basic rate tax will be deducted from the training scheme fees so non-taxpayers, such as women training to return to work, will also benefit.

In contrast, company cars have been hit in this year's budget. For the individual private use tax scales have been increased by some 20 per cent, while both company cars and fuel

are now liable for full employer's National Insurance contributions. However, these NI contributions will be collected annually with the first collection in June 1992.

In a more lighthearted vein, Mr Lamont was open in his hostility to the mobile telephone and has introduced a standing charge of £200 for each phone.

In a modification to the Personal Equity Plan investment scheme, the Chancellor is allowing up to £3,000 to be invested in a single company PEP, on top of the £6,000 which may be invested under general PEP plans.

"I have cut taxes on business to help it weather the recession and take advantage of the upturn I foresee later this year," said Mr Lamont.

□ NPA director Tim Astill reacted favourably to the Budget. "We are still absorbing the effect of the VAT increase but feel it is likely to be marginal. Independent pharmacists will benefit from the self employment retirement proposal. (CGT retirement rules). Overall the effect on our members as individual pharmacists will be beneficial, but only marginally so."

BRIEFS

The provisional estimate for the index of retail sales volumes in February is up by over a point, at 121.9 (1985=100). If confirmed this is its highest level since August last year. Sales volumes for the December quarter are up 0.25 per cent over the previous quarter, but down 1.25 per cent on the same quarter a year ago.

Goods originating in Kuwait and exported before August 6, 1990 or after March 2 this year are now allowed into the UK, following a DTI amendment to the relevant import licence.

Survey of Multiple Chemists 1991 is now available from Culver Financial Services. The survey contains details of some 400 limited companies with three or more branches. The cost is £65 from Culver Financial Surveys, 21 Culver Road, St Albans, Herts AL1 4EB.

Intercare Group expand

The USM-quoted independent healthcare business the Intercare Group are planning to buy Booster Electronic Vehicles Ltd of Huddersfield for £2.37 million. At the same time the company is issuing additional shares to pay off its outstanding debts.

The deal is subject to shareholder approval at an extraordinary general meeting on April 11.

The Intercare Group intend to fund the initial £1,785,000 of the purchase with the issue of 2.8m shares, 452,381 of which will be retained by the family selling BEVL, the Bakers, and some of their key employees. At the same time 2.38m shares will be placed

on the USM to raise £1.5m cash. Intercare say they will have no net debt if the move goes through.

There is some overlap with the Intercare Group's NorthWest Ostomy product range which includes Parker chairs and commodes.

The family-owned Booster Electronic Vehicles has grown rapidly since its formation four years ago, but now needs professional management, argues the Intercare Group's chairman, Peter Cowan.

The group intends to expand the business at its new site in Huddersfield, sourcing new products and strengthening the management.

Tough in UK for Reckitt & Colman

Reckitt & Colman had a difficult year in 1990 with trading profit in the UK showing a small reduction, from £61.58m in 1989 to £61.54m.

The company attributes this to the restructuring which has made a single division from its household and toiletries and pharmaceutical businesses.

Generally the company turned in solid final results, as yet unaudited, with worldwide sales up 12.6 per cent to £1.8 billion and pre-tax profit up 8.2 per cent, from £217m to £235m.

The outstanding event of 1990 for Reckitts was the acquisition of the Boyle-Midway household product and depilatory business, by far the largest such purchase undertaken by the group. The intention is to give the company access to strategic markets in North America, Europe and the Far East.

The company's principal

pharmaceutical businesses are in the UK and Australia and the company noticed evidence of destocking by the pharmacy trade. Sales were down from £157m to £156m, though trading profit improved by almost 18 per cent, from £33.7m in 1989 to £39.6m last year.

Turnover up 12.6pc to £1.86m

Pre-tax profit up 8.2pc to £235m

Earnings per share up 8.2pc to 101.85p

Final dividend 21.75p

Difficult trading conditions in a number of countries together with increased competitive activity made progress in the household and toiletry areas uneven, the company says. Sales and trading profit rose from £816.6m to £1,023m and from £116.7m to £145.7m respectively. Both figures were significantly affected by the Boyle-Midway acquisition. Integration of the business was generally ahead of expectations.

Earnings per share were in line with pre-tax profits, up 8.2 per cent to 101.9p, or 100.5p fully diluted.

The board has recommended a final dividend of 21.75p, making a total of 34p for the year.

Going out of business

Business failures have reached their highest level in 14 years and are set to grow by a further 25 per cent in 1991. These are two of the contentions of the latest Quarterly Business Review conducted by the Trade Indemnity Group.

The increase in failures is being attributed to the high levels of gearing in the corporate sector at a time when output is falling and profit margins are being squeezed.

The findings of the review show that failures rose by 75 per cent in the 12 months to October. There will be no economic recovery in the short-term despite progress on interest rates, says the independent credit insurance group.

Panasonic compact cameras are now being distributed by Introphoto. Tel: 0628 74411.

The index for retail sales volume for January was 120.7 (1985=100), below the figure for December and similar to the level recorded for November. Unadjusted figures for retail sales value in January are up 5.4 on last year.

The Kendall Company (UK) Ltd have changed their name to Kendall Healthcare Products Europe, as the company has operating companies in Germany, France and Spain as well as in the UK.

'Blockbuster' says analyst

A new drug recently approved by the FDA in the United States is already being hailed as a potential blockbuster by analysts Flemings Research. "We estimate potential sales of \$700 million by 1996 for this chemotherapy adjunct," say Flemings. They estimate the drug's potential market to be \$1.9bn.

The drug, Neupogen or G-CSF, is a naturally occurring protein which stimulates the production of granulocytes, white blood cells which attack bacteria and viruses.

The drug is manufactured by US biotechnology company Amgen, while Roche are to market the drug outside North America and Japan.

C&D understand Neupogen will be launched in the UK next month, subject to the provision of a product licence.

Photographic minilab specialists Sheer Astro are offering a unit said to give almost instant developing and printing for £16,500 plus VAT. Sheer Astro. Tel: 0254 671021.

IN THE CITY

The budget received a muted response from the stockmarket despite fears that the worsening economic conditions this year and the increase in Value Added Tax would check consumer spending.

Although equities weakened on first trading on Wednesday, dropping by 17 points at one point, by mid-morning nearly all the losses had been reversed.

The City was pleased with the Chancellor's proposed cuts in Corporation Tax and his forecast that inflation would fall to 4 per cent by the end of this year with a further fall in 1992.

Public sector finances are expected to decline into a £8bn deficit this year with a further deterioration next year. But reaction in the currency market was encouraging. In early trading, the pound strengthened slightly against the US dollar and the German market.

The broadly neutral budget coupled with steady currency markets led analysts to predict an imminent cut in interest rates with a 1 per cent drop in base rates to 12 per cent firmly on the cards.

Reaction to the budget from the pharmaceutical sector was muted. As the sector is highly international the impact of UK events like the budget tend to have a limited impact, analysts said. "The cut in Corporation Tax is marginally beneficial, but the overall impact is peanuts," said one trader.

However, shares in Reckitt & Colman surged ahead 38p after the company reported pre-tax profits of £235m for last year. Although the result was in line with City estimates, its debt levels were lower than expected. At the year end borrowings had fallen to £360m against £700m at the half way stage. The results were also accompanied with an optimistic statement on trading prospects, cheering investors.

Although the health and household sector has outperformed the market since January it has not matched the sharp rise in the stockmarkets seen in the past month.

COMING EVENTS

IPMI meeting

The Institute of Pharmacy Management International is holding a weekend meeting at The Green Dragon Hotel, Hereford from April 12-14.

The professional sessions will deal with the extended role of community pharmacists. An alternative session on skincare will also be available. The cost is £105 per person (resident), £20 (non-resident). Details from Dr I.F. Jones on 0274 733466.

Monday, March 25

Hull Branch, RPSGB. Postgraduate Centre, Hull Royal Infirmary, 7.45. "Medicines from the mud — a unique investigation of a medieval hospital" by Dr B. Moffat.

North Metropolitan Branch, RPSGB. Academic Centre, Whittington Hospital, 7.30 for 8pm. "ACE inhibitors". Joint meeting with Barnet Branch.

Southampton Branch, RPSGB. Postgraduate Medical Centre, Southampton General Hospital 7.30 for 8pm. Meeting to discuss Branch Representatives motions.

Tuesday, March 26

Cardiff Branch, RPSGB. Room 165, Redwood Building, UWCC. "Contact lenses and their care" by John Larke.

Durham Branch, RPSGB. Eden Arms, Rushyford at 8pm. "Dietary treatment of coeliac disease and phenylketonuria" by Elaine Ramsden.

Advance information

Channel Business Systems. Demonstration of retail system at Stormont Hotel, Belfast, April 10-11. Details from Claire McGarrity on 0846 638776 or Jane Grosvenor on 0444 235236.

Royal Pharmaceutical Society. "Good manufacturing practice" residential course at the Bristol Hilton Hotel, Bristol from April 16-17. Details from Ms B. Cockburn on 071-735 9141.

Royal Society Lecture. "The colony stimulating factors: discovery to clinical use" by Prof D. Metcalf, Oxford (April 15), Cardiff (17), Glasgow (19), Manchester (22), Cambridge (26) and London (April 29). For details call 071-839 5561.

OTC News & Market Report. "Negotiating the rapids — self-medication in Europe", Scandic Crown Hotel, London, April 17-18. Details from Sharon Keizer on 0702 431805.

Further decline in retail sales

Companies may be raising prices in order to recoup increased pay awards despite the most serious downturn Britain has experienced since the early 1980s. The Bank of England is concerned

The level of activity in the economy slowed in the fourth quarter of last year at an annual rate of 1.1 per cent, and there were continuing falls in retail sales and manufacturing output.

Britain is now experiencing its most serious downturn since the early 1980s and recent forecasts indicate that the recession is likely to persist well into the year despite the first, cautious interest rate cuts.

The Centre for Economic Forecasting at the London Business School believe that recovery will begin by the Summer months and annual output growth will average a little over 2 per cent from 1992.

However, the Bank of England observes in its latest quarterly bulletin that the move into recession has as yet had little impact on earnings growth or on the underlying rate of inflation. It warns that a significant adjustment in settlements is required if further losses in competitiveness, and consequent unemployment, are to be avoided.

Despite steadily falling retail

price inflation, factory gate prices of manufactured products increased by a substantial 1.2 per cent in January to an annual rate of increase of 6.3 per cent. This suggests the unwelcome possibility that companies are pushing up prices to recoup spending on high pay awards.

UK pharmaceutical manufacturers' prices are now rising at an annual rate of 3.4 per cent — up from 1.6 per cent last October. Prices of perfumes and toiletries and perfumes are 8 per cent higher than in January 1990 with male toiletries up 8.3 per cent at an annual rate.

In the High Street shoppers are now paying 8.7 per cent more for pharmacy goods than a year ago, down from 9.5 per cent at the end of last year.

Retail sales volumes fell sharply in January in spite of aggressive discounting. Official estimates indicate that in the period November to January sales were 0.5 per cent lower than in the previous three months, and 1 per cent lower than at the comparable time 12 months earlier.

Figures for the quarter to the end of December record a 1 per cent decline on the previous three months. Sales by food retailers were little changed, but mixed businesses and non-food retailers saw sales drop by 1.5 per cent.

For retail pharmacies the value of sales increased by 38 per cent in December, although this brought the level to only 1 per cent above that of December 1989.

On manufacturing, UK production of pharmaceuticals in the third quarter of last year was worth an estimated £1,300 million, 5 per cent less than in the second quarter but 2 per cent more than in the same period of 1989.

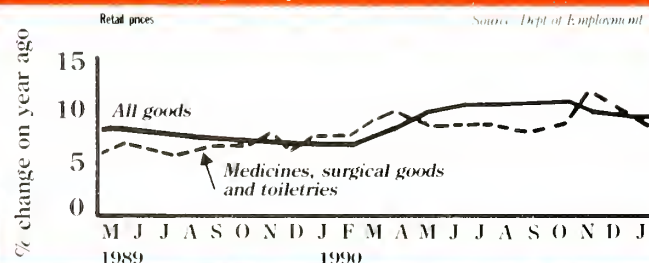
Provisional data for the fourth

quarter of 1990, shows a volume increase of just over 1 per cent in the output of pharmaceuticals compared with the same quarter of 1989, and a 1.2 per cent drop in the volume of toiletries and perfumes produced by UK manufacturers.

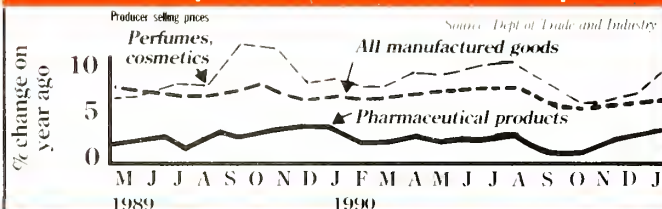
Moreover the latest figures on the volume of overseas trade suggests that some 136,966 hundred kilograms of medicinal and pharmaceutical products were imported into the UK during 1990, of which 57 per cent were from EC countries.

Imports of perfumes, cosmetics and toilet preparations, other than soaps, totalled 725,950 hundred kilograms, with 71 per cent coming from the EC.

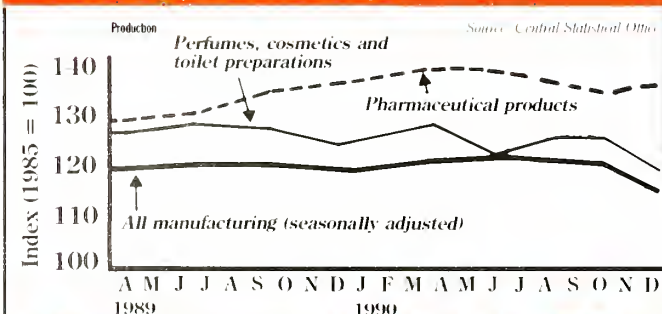
Chemists' goods price increases moderate



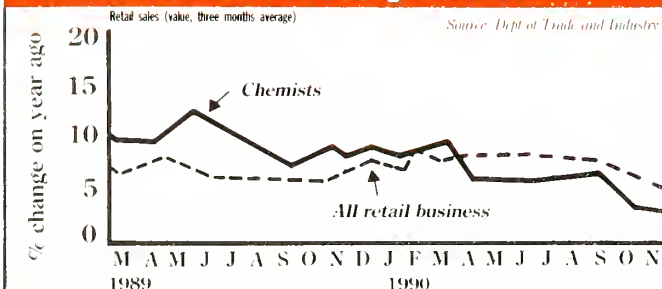
Makers' price increases of toiletries move up



Pharmaceuticals output eases back



Retail chemists' sales growth slows



	Period	Latest	Previous	% change on year
Prices and Costs				
Retail prices (Jan 1987 = 100):				
all items	Jan	130.2	129.9	9.0
chemists goods	Jan	130.6	130.3	8.7
Producer prices (1985 = 100):				
manufacturing industry, excl food	Jan	132.1	130.1	6.6
chemical industry	Jan	128.4	126.1	8.3
pharmaceutical products	Jan	122.7	122.0	3.4
male toiletries	Jan	155.6	150.3	13.2
other toiletries	Jan	134.5	131.2	8.0
bandages etc	Jan	148.2	147.3	7.3
photographic materials	Jan	137.8	136.1	8.2
Average earnings (Jan 1988 = 100):				
distribution and repairs	Nov	118.2	117.7	8.3

Pharmaceuticals output and overseas trade (£m)

UK makers' sales:	Qtr 3	1300	1370	2
Total Home sales:	Qtr 3	1006	1081	-4
UK makers' exports:	Qtr 3	586	597	11
UK imports:	Qtr 3	292	308	0

Sales

Consumer spending (£bn, current prices)	Qtr 3	87.5	86.1	6.4
Retail sales value (1985 = 100):				
all retail businesses	Dec	206	161	5
chemists	Dec	225	163	1

Business indicators

Average earnings index (1988 = 100)	Nov	123.7	121.7	9.3
Stock changes (£m, 1985 prices)				
wholesalers	Qtr 4	-213	-185	—
retailers	Qtr 4	174	137	—
Unemployment (UK, per cent)	Dec	6.5	6.1	12.1

Sources: Central Statistical Office, Department of Employment.

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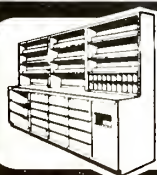
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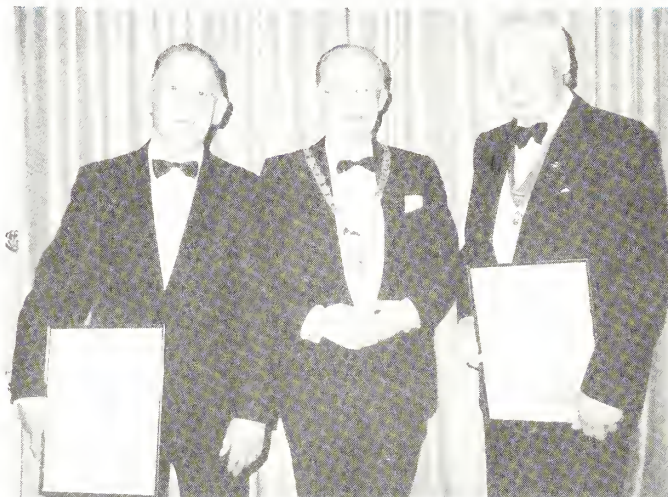
PSNI Fellows receive their certificates

Two community pharmacists, Robert Dillon of Whiteabbey and Aiden Mulvey of Londonderry, have been presented with Fellowship certificates for their services to the profession, by the president of the Pharmaceutical Society of Northern Ireland Robin Holliday.

A former president of the Society, Robert Dillon had served on Council since 1973 and had been treasurer since 1987, said Mr Holliday. He is currently chairman of the Central Pharmaceutical Advisory Committee and is a past president of the Ulster Chemists Association and past chairman of the Pharmaceutical Contractors Committee. This was evidence of his time and energy given in the interests of his fellow pharmacists, Mr Holliday said. "For many years Bob has worked hard to enhance the reputation of pharmacy in Northern Ireland."

In response Mr Dillon said he had no regrets about his time in pharmacy. He had enjoyed both the "business and ethical ends" of the profession.

Aiden Mulvey had had a distinguished career in community pharmacy in the North West of the Province, as well as serving on various committees both there



Pharmaceutical Society of Northern Ireland president Robin Holliday (centre) pictured with the two new PSNI Fellows — community pharmacists Aiden Mulvey (left) and Robert Dillon — after presenting them with their certificates at the presidential dinner last week

and centrally, the president said. As a former secretary of the North West Chemists Association, as a past member of the PCC, and as a current member of the Western Health and Social Services Board, Mr Mulvey had built up an unrivalled reputation as a valued adviser to pharmacists in the area. In particular Mr Holliday cited his

efforts to promote continuing education. "Aiden is highly regarded by all sections of the community who recognise in him the true caring professional."

Mr Mulvey said his Fellowship was shared with community pharmacists from the West of the Province who had served alongside him on various committees.



Scottish Pharmaceutical Federation chairman Mr A.H. Watson is presented with a crystal decanter by assistant secretary Mrs C. Winnie to mark his dual chairmanship of the SPF and the NPA. He is only the second Scot to achieve this

APPOINTMENTS

Medicopharma UK have appointed Geoff Hasleden, MRPharmS, as general manager of Ridley Pharmaceuticals, Carlisle. He was previously commercial director of Macarthy plc's distribution division.

Smith & Nephew plc have appointed Peter Hooley as group finance director, effective April 1. He joins them from BICC plc.

Food Brokers Ltd have appointed Tobias Cracknell as sales development director. He will assist the salesforce in selling in new product ranges and range extensions. He was previously product development manager.

Mennen UK have appointed Nick Kohn as vice-president, Europe, Middle East and Africa, effective April 1; he was formerly chairman and managing director of Shulton GB Ltd. Jim Kelly recently joined Mennen as area director of developing and emerging markets.

Pierre Fabre Ltd have appointed Sandra Plato as cosmetics training manager, responsible for brands such as Elancyl and Klorane. She joins from Vichy, where she was training manager.

Warner-Lambert have appointed Graham Reynolds as marketing director of Parke-Davies Research Laboratories. He was previously regional marketing director for pharmaceuticals, Europe, Middle East and Africa.

Robinson Healthcare have appointed Mike Herrington as stock controller, cotton wool, and Martin Peat as stock controller, medical unit.



£500-worth of travel vouchers are presented to Mr B.R. Scott of Banff, winner of Rimmel's 1990 window dressing competition, by trade sector manager Sue Upshall (left) and sales executive Eunice Gavin. Pharmacy assistant Lorraine Watt (centre) created the display

Air Miles wanted

Three pharmacists are raising funds to assist a young couple with their efforts to bring a Romanian orphan to this country. The couple, who are unable to have children of their own, have to make a second journey to appear before a Tribunal to finalise the adoption.

L. Kaye, A.W. and A.F. Blasebalk of 20 Broadway, Roath, Cardiff CF2 1NF are asking colleagues who have "Air Miles" that they do not require to send the vouchers to them.

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